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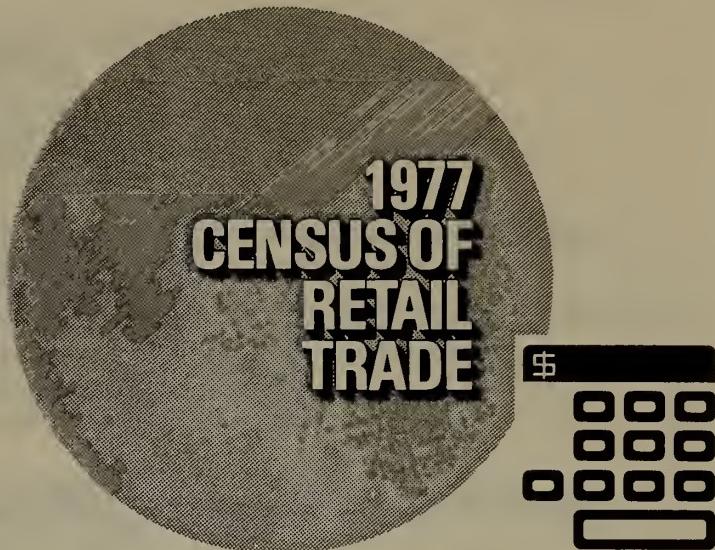
**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

**Florida**

1977  
**CENSUS OF  
RETAIL  
TRADE**







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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# **Florida**



**U.S. Department of Commerce**  
Philip M. Klutznick, Secretary  
Luther H. Hodges, Jr.,  
Deputy Secretary  
Courtenay M. Slater,  
Chief Economist

**BUREAU OF THE CENSUS**  
Vincent P. Barabba,  
Director



## BUREAU OF THE CENSUS

Vincent P. Barabba, Director

Daniel B. Levine, Deputy Director

Shirley Kallek, Associate Director for  
Economic Fields

Richard B. Quanrud, Assistant Director for  
Economic and Agriculture Censuses

### BUSINESS DIVISION

Tyler R. Sturdevant, Chief

**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Prefakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

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Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a tabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
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**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of-		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	City

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
-	Zero.

## INTRODUCTION

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### **HISTORY OF THE ECONOMIC CENSUSES**

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### **USES OF THE ECONOMIC CENSUSES**

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### **AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES**

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### **CENSUS OF RETAIL TRADE**

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

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<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.

## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1</sup> <sup>2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.



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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

### MAPS

Standard Metropolitan Statistical Area	
Central Business Districts	
Major Retail Centers	

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### TABLES

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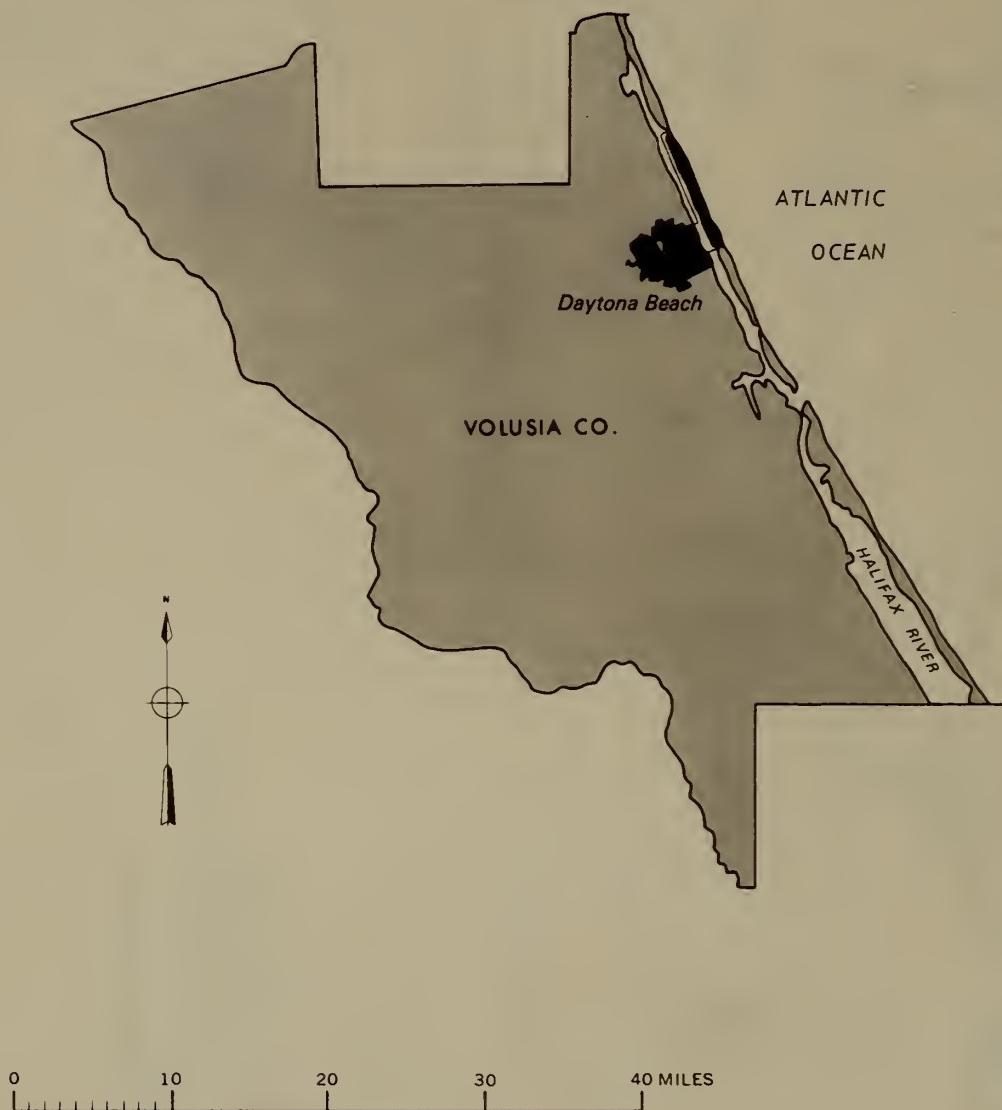
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# FLORIDA



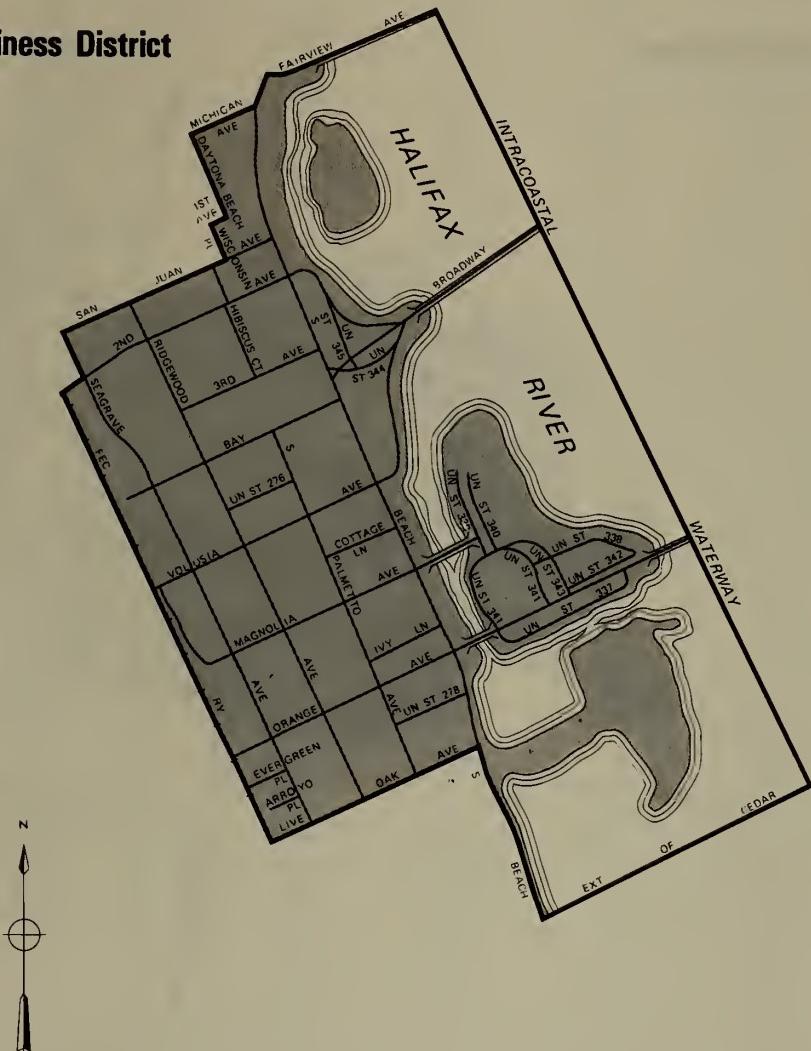
# DAYTONA BEACH

**Standard Metropolitan Statistical Area**



## **DAYTONA BEACH**

# **Central Business District**

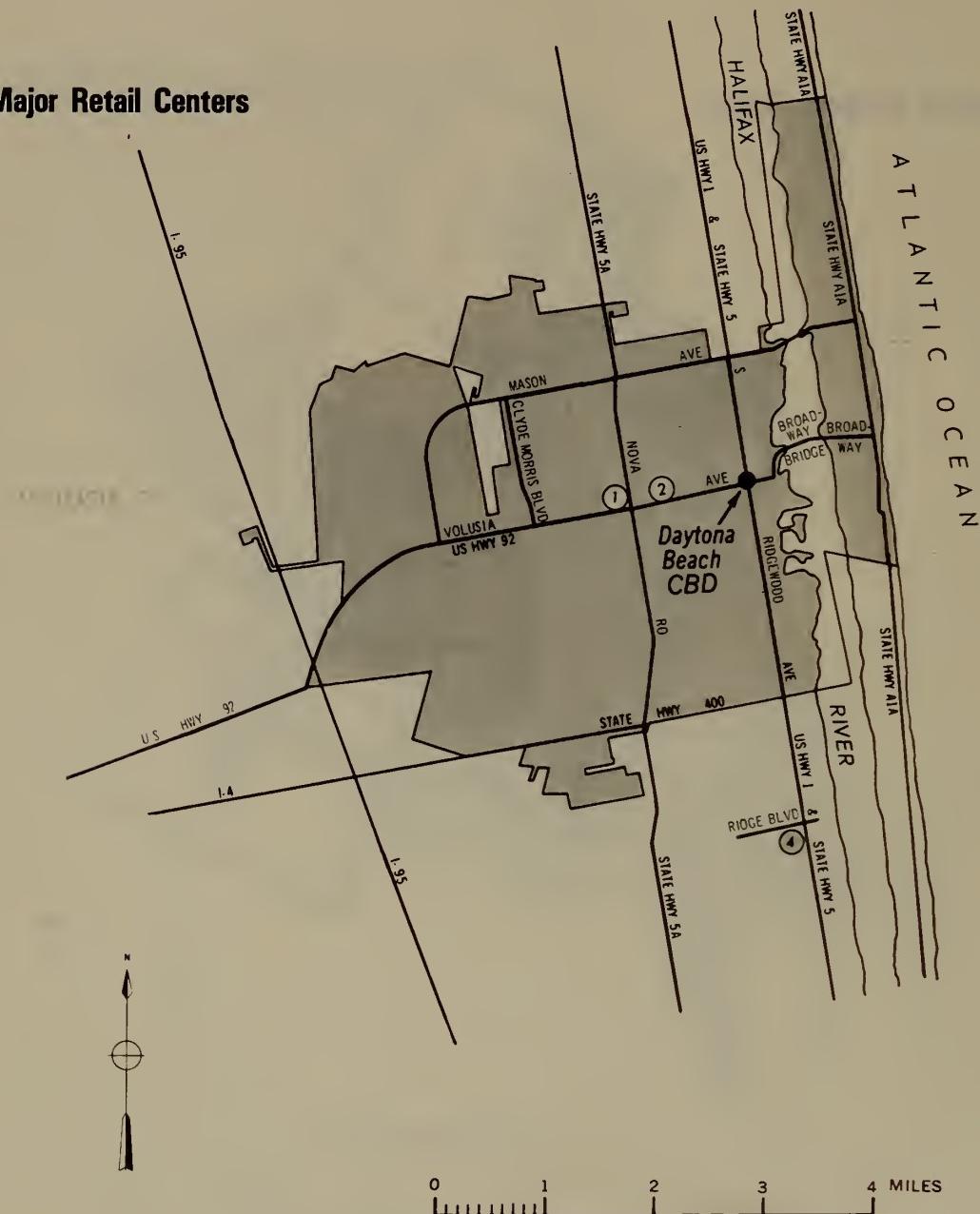


Comprising Census Tract 814

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# DAYTONA BEACH

## Major Retail Centers



No. 3 Unassigned

- Central Business District
- (1) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 4
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number -----	2 540	934	127	31	91	26
	Sales (\$1,000) -----	851 896	405 261	52 684	23 284	63 089	16 175
	Payroll entire year (\$1,000) -----	100 065	51 782	7 367	3 449	9 435	1 798
	Paid employees for week including March 12 -----	17 313	8 735	1 020	514	1 433	315
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	887	341	26	9	18	8
	Sales (\$1,000) -----	328 948	(D)	7 829	6 967	4 947	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	685	286	54	17	68	17
	Sales (\$1,000) -----	199 530	(D)	15 344	15 366	57 234	7 158
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	968	307	47	5	5	1
	Sales (\$1,000) -----	323 418	(D)	29 511	951	908	(D)
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b> -----	2 540	934	127	31	91	26
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	154	29	7	-	-	-
525	<b>Hardware stores</b> -----	29	6	1	-	-	-
52 ex. 525	<b>Other</b> -----	125	23	6	-	-	-
53	<b>General merchandise group stores</b> -----	52	19	3	3	4	1
531	<b>Department stores<sup>4</sup></b> -----	12	9	-	2	4	1
533	<b>Variety stores</b> -----	24	9	3	1	-	-
539	<b>Miscellaneous general merchandise stores</b> -----	16	1	-	-	-	-
54	<b>Food stores<sup>5</sup></b> -----	307	85	6	4	8	4
541	<b>Grocery stores</b> -----	203	55	2	2	-	1
55 ex. 554	<b>Automotive dealers</b> -----	178	63	9	-	-	-
554	<b>Gasoline service stations</b> -----	266	82	11	-	-	-
56	<b>Apparel and accessory stores</b> -----	181	108	21	4	42	6
561	<b>Men's and boys' clothing and furnishings stores</b> -----	23	16	6	-	6	1
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> -----	69	41	6	3	16	3
562	<b>Women's ready-to-wear stores</b> -----	60	33	5	2	13	3
565	<b>Family clothing stores</b> -----	27	17	3	-	4	-
566	<b>Shoe stores</b> -----	37	22	4	1	14	2
564, 9	<b>Other apparel and accessory stores</b> -----	25	12	2	-	2	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	180	53	16	2	6	3
5712	<b>Furniture stores</b> -----	54	18	7	1	-	-
5713, 4, 9	<b>Home furnishings stores</b> -----	53	15	4	-	-	-
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	73	20	5	1	6	3
58	<b>Eating and drinking places</b> -----	516	234	17	4	9	3
5812	<b>Eating places</b> -----	404	182	14	4	9	3
5813	<b>Drinking places (alcoholic beverages)</b> -----	112	52	3	-	-	-
591	<b>Drug and proprietary stores</b> -----	64	22	3	1	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	642	239	34	13	21	8
592	<b>Liquor stores</b> -----	40	19	2	1	-	-
594	<b>Miscellaneous shopping goods stores</b> -----	272	106	14	8	16	7
5992	<b>Florists</b> -----	33	13	1	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Daytona Beach CBD</b>					
	Retail stores <sup>2</sup> -----	127	52 684	7 367	1 699	1 020
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	6 366	959	199	85
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	751	135	41	34
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores-----	3	751	135	41	34
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	9	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	11	3 902	239	42	31
56	Apparel and accessory stores-----	21	6 557	1 005	243	182
561	Men's and boys' clothing and furnishings stores -----	6	2 491	463	109	69
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	2 962	416	95	90
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	971	117	32	18
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	16	5 730	924	196	94
5712	Furniture stores -----	7	2 430	418	90	38
5713, 4, 9	Home furnishings stores -----	4	569	91	17	13
572, 3	Household appliance, radio, television, and music stores-----	5	2 731	415	89	43
58	Eating and drinking places-----	17	4 526	1 200	295	284
5812	Eating places -----	14	4 342	1 176	285	274
5813	Drinking places (alcoholic beverages) -----	3	184	24	10	10
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	34	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	2 306	448	95	54
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Daytona Beach</b>					
	Retail stores <sup>2</sup> -----	934	405 261	51 782	12 640	8 735
52	Building materials, hardware, garden supply, and mobile home dealers -----	29	19 968	2 091	446	217
525	Hardware stores -----	6	(D)	606	128	60
52 ex. 525	Other -----	23	(D)	1 485	318	157
53	General merchandise group stores -----	19	(D)	11 210	2 639	1 742
531	Department stores <sup>3</sup> -----	9	74 148	10 521	2 472	1 592
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	85	50 362	4 273	1 073	619
541	Grocery stores -----	55	48 183	3 932	985	529
55 ex. 554	Automotive dealers -----	63	101 869	8 816	2 391	708
554	Gasoline service stations -----	82	22 320	1 495	355	268
56	Apparel and accessory stores -----	108	23 784	3 654	863	687
561	Men's and boys' clothing and furnishings stores -----	16	4 329	736	177	118
562, 3, 8	Women's clothing and specialty stores and furriers -----	41	9 718	1 451	338	301
562	Women's ready-to-wear stores -----	33	(D)	(D)	(D)	(D)
565	Family clothing stores -----	17	(D)	586	133	109
566	Shoe stores -----	22	4 067	637	159	93
564, 9	Other apparel and accessory stores -----	12	(D)	244	56	66
57	Furniture, home furnishings, and equipment stores -----	53	15 318	2 355	532	253
5712	Furniture stores -----	18	5 563	993	250	95
5713, 4, 9	Home furnishings stores -----	15	2 050	232	43	29
572, 3	Household appliance, radio, television, and music stores -----	20	7 705	1 130	239	129
58	Eating and drinking places -----	234	50 252	11 742	2 934	3 316
5812	Eating places -----	182	44 565	11 015	2 706	3 032
5813	Drinking places (alcoholic beverages) -----	52	5 687	727	228	284
591	Drug and proprietary stores -----	22	(D)	1 575	388	250
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	239	(D)	4 571	1 019	675
592	Liquor stores -----	19	6 761	709	154	103
594	Miscellaneous shopping goods stores -----	106	15 735	2 226	526	383
5992	Florists -----	13	1 053	243	55	44

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Daytona Beach, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 540	851 896	100 065	24 482	17 313
52	Building materials, hardware, garden supply, and mobile home dealers -----	154	51 095	5 165	1 155	614
525	Hardware stores -----	29	6 406	1 126	255	136
52 ex. 525	Other -----	125	44 689	4 039	900	478
53	General merchandise group stores-----	52	102 915	14 223	3 300	2 272
531	Department stores <sup>3</sup> -----	12	84 018	11 881	2 743	1 776
533	Variety stores-----	24	(D)	2 033	490	446
539	Miscellaneous general merchandise stores-----	16	(D)	309	67	50
54	Food stores <sup>4</sup> -----	307	189 217	15 926	3 984	2 268
541	Grocery stores-----	203	180 837	14 608	3 649	1 985
55 ex. 554	Automotive dealers -----	178	161 521	13 660	3 506	1 219
554	Gasoline service stations-----	266	71 378	4 406	1 139	790
56	Apparel and accessory stores-----	181	34 978	5 176	1 261	1 003
561	Men's and boys' clothing and furnishings stores -----	23	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	69	12 658	1 870	443	406
562	Women's ready-to-wear stores -----	60	(D)	1 766	414	383
565	Family clothing stores -----	27	(D)	1 409	346	259
566	Shoe stores -----	37	4 860	741	193	120
564, 9	Other apparel and accessory stores -----	25	2 049	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	180	34 501	5 339	1 245	605
5712	Furniture stores -----	54	14 380	2 442	587	250
5713, 4, 9	Home furnishings stores -----	53	6 364	891	198	113
572, 3	Household appliance, radio, television, and music stores -----	73	13 757	2 006	460	242
58	Eating and drinking places-----	516	100 911	23 264	5 826	6 562
5812	Eating places -----	404	90 346	21 828	5 416	6 088
5813	Drinking places (alcoholic beverages) -----	112	10 565	1 436	410	474
591	Drug and proprietary stores -----	64	38 820	4 755	1 130	696
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	642	66 560	8 151	1 936	1 284
592	Liquor stores -----	40	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	272	27 136	3 418	807	623
5992	Florists -----	33	2 204	480	120	95

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Daytona Beach SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Daytona Beach</b>			
	Retail stores <sup>3</sup> -----	(NA)	60.9	65.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	23.1	51.0
525	Hardware stores -----	(NA)	56.2	55.1
52 ex. 525	Other -----	(NA)	(D)	50.4
53	General merchandise group stores -----	(NA)	100.2	65.5
531	Department stores <sup>4</sup> -----	(NA)	(D)	87.6
533	Variety stores -----	(NA)	-34.1	-1.5
539	Miscellaneous general merchandise stores -----	(NA)	52.7	65.6
54	Food stores <sup>5</sup> -----	(NA)	28.2	65.0
541	Grocery stores -----	(NA)	26.9	64.3
55 ex. 554	Automotive dealers -----	(NA)	41.6	49.3
554	Gasoline service stations-----	(NA)	83.7	82.5
58	Apparel and accessory stores-----	(NA)	89.8	60.5
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	37.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	98.4	44.8
562	Women's ready-to-wear stores -----	(NA)	123.6	(D)
565	Family clothing stores -----	(NA)	(D)	(D)
566	Shoe stores -----	(NA)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(NA)	(D)	87.1
57	Furniture, home furnishings, and equipment stores-----	(NA)	61.1	39.2
5712	Furniture stores -----	(NA)	46.9	21.4
5713, 4, 9	Home furnishings stores -----	(NA)	185.1	215.2
572, 3	Household appliance, radio, television, and music stores-----	(NA)	53.9	26.0
58	Eating and drinking places-----	(NA)	89.0	93.3
5812	Eating places -----	(NA)	81.4	93.1
5813	Drinking places (alcoholic beverages)-----	(NA)	181.4	94.5
591	Drug and proprietary stores-----	(NA)	77.4	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	73.8	(D)
592	Liquor stores -----	(NA)	33.6	(D)
594	Miscellaneous shopping goods stores -----	(NA)	109.8	103.9
5992	Florists -----	(NA)	39.1	37.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Daytona Beach</b>					
	Retail stores <sup>1</sup> -----	13.0	6.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	31.9	12.5	12.1	4.9	6.0
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.8
52 ex. 525	Other -----	25.0	(D)	(D)	(D)	5.2
53	General merchandise group stores -----	(D)	0.7	1.4	(D)	12.1
531	Department stores <sup>2</sup> -----	—	—	—	18.3	9.9
533	Variety stores-----	(D)	(D)	1.4	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	(D)	—	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	12.4	22.2
541	Grocery stores-----	(D)	(D)	(D)	11.9	21.2
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	25.1	19.0
554	Gasoline service stations-----	17.5	5.5	7.4	5.5	8.4
56	Apparel and accessory stores-----	27.6	18.7	12.4	5.9	4.1
561	Men's and boys' clothing and furnishings stores -----	57.5	(D)	4.7	1.1	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	30.5	23.4	5.6	2.4	1.5
562	Women's ready-to-wear stores -----	32.2	24.4	(D)	(D)	(D)
565	Family clothing stores -----	2.3	0.9	(D)	(D)	(D)
566	Shoe stores -----	23.9	20.0	1.8	1.0	0.6
564, 9	Other apparel and accessory stores -----	2.5	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	37.4	16.6	10.9	3.8	4.0
5712	Furniture stores -----	43.7	16.9	4.6	1.4	1.7
5713, 4, 9	Home furnishings stores -----	27.8	8.9	1.1	0.5	0.7
572, 3	Household appliance, radio, television, and music stores -----	35.4	19.9	5.2	1.9	1.6
58	Eating and drinking places-----	9.0	4.5	8.6	12.4	11.8
5812	Eating places -----	9.7	4.8	8.2	11.0	10.6
5813	Drinking places (alcoholic beverages) -----	3.2	1.7	0.3	1.4	1.2
591	Drug and proprietary stores -----	13.4	(D)	(D)	(D)	4.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	12.2	(D)	(D)	(D)	7.8
592	Liquor stores -----	(D)	1.1	(D)	1.7	(D)
594	Miscellaneous shopping goods stores-----	14.7	8.5	4.4	3.9	3.2
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

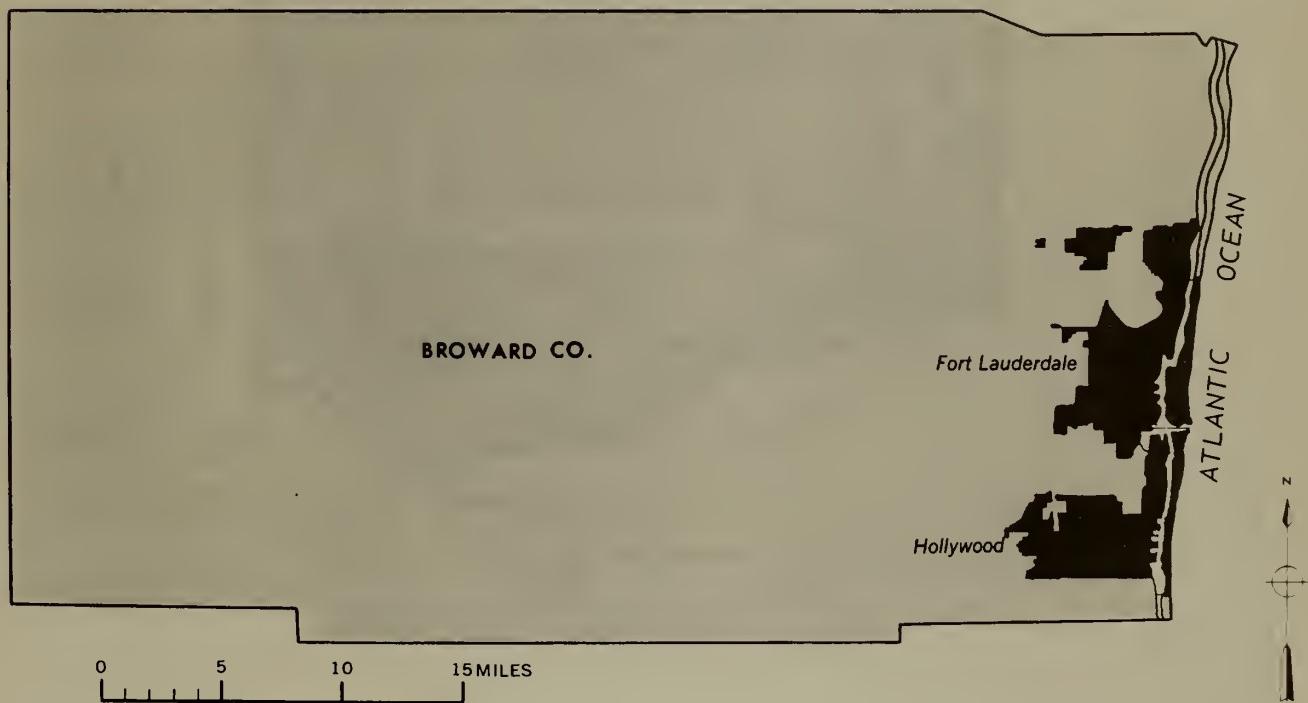
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

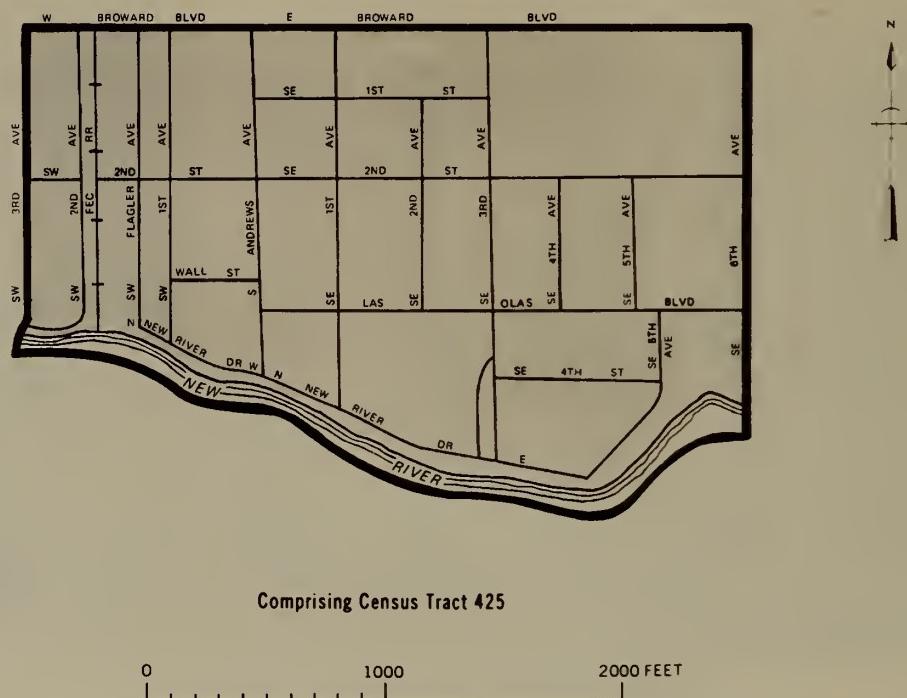
## FORT LAUDERDALE-HOLLYWOOD

### Standard Metropolitan Statistical Area



# FORT LAUDERDALE-HOLLYWOOD

## Fort Lauderdale Central Business District



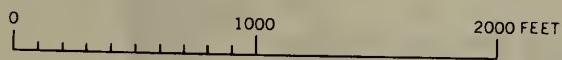
# FORT LAUDERDALE-HOLLYWOOD

## Hollywood

### Central Business District

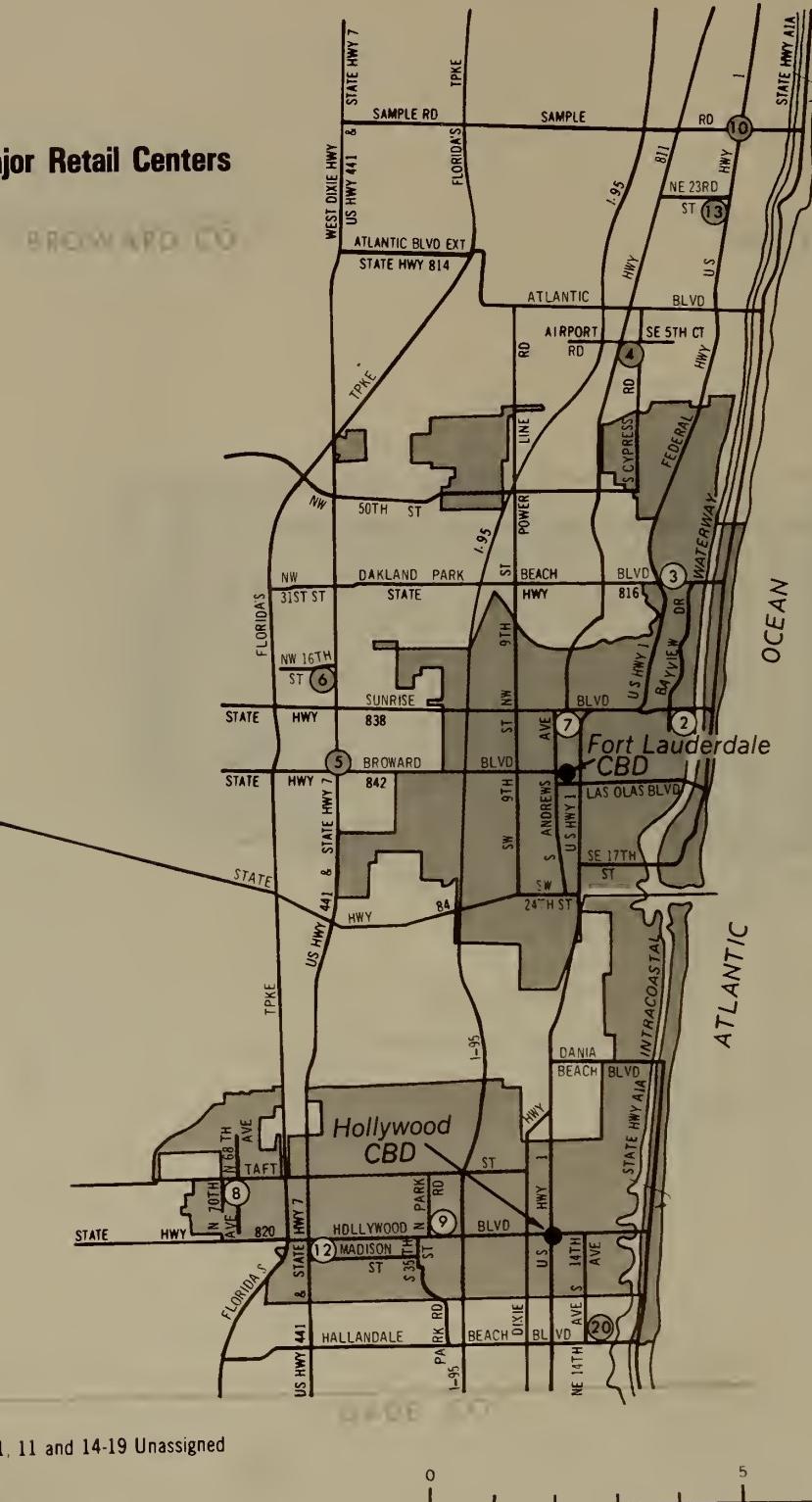


Comprising Census Tract 921



## FORT LAUDERDALE-HOLLYWOOD

### Major Retail Centers



Nos. 1, 11 and 14-19 Unassigned

0 5 10 MILES

● Central Business Districts

(1) Major Retail Centers (boundary descriptions are in appendix E)

■ Central Cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			Fort Lauderdale	Hollywood	Fort Lauderdale	Hollywood	No. 2	No. 3	No. 4
54, 58, 591	Retail stores: <sup>1, 2</sup>								
	Number	8 832	2 227	1 248	60	124	95	100	36
	Sales (\$1,000)	3 768 802	1 062 519	614 599	23 286	30 823	66 500	62 998	17 823
	Payroll entire year (\$1,000)	449 524	129 205	73 052	4 033	4 414	9 504	10 240	2 035
53, 56, 57; 594	Paid employees for week including March 12	76 454	21 227	12 800	638	753	1 625	1 656	444
	Convenience goods stores:								
	Number	2 863	684	414	10	37	18	28	13
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000)	1 346 634	(D)	(D)	2 741	17 008	15 793	25 280	11 776
	Shopping goods stores (GAF): <sup>3</sup>								
	Number	2 957	735	449	39	71	70	55	15
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000)	1 025 482	255 509	223 186	18 447	12 087	49 130	34 948	4 587
	All other stores:								
	Number	3 012	808	385	11	16	7	17	8
52	Sales (\$1,000)	1 396 686	(D)	(D)	2 098	1 728	1 577	2 770	1 460
<b>Number of Establishments</b>									
Retail stores <sup>1, 2</sup>	8 832	2 227	1 248	60	124	95	100	36	
52	Building materials, hardware, garden supply, and mobile home dealers	433	89	42	1	2	-	2	1
	Hardware stores	81	20	7	-	-	-	2	1
52 ex. 525	Other	352	69	35	1	2	-	-	-
	General merchandise group stores	147	37	26	3	4	2	5	2
53	Department stores <sup>4</sup>	44	8	9	1	-	1	2	1
	Variety stores	44	12	7	1	1	1	1	1
	Miscellaneous general merchandise stores	59	17	10	1	3	-	2	-
54	Food stores <sup>5</sup>	1 059	207	145	2	6	6	8	3
	Grocery stores	596	126	76	1	2	2	4	2
55 ex. 554	Automotive dealers	672	251	80	2	-	-	3	1
	Gasoline service stations	655	149	99	-	5	2	-	2
56	Apparel and accessory stores	889	237	147	17	32	45	19	3
	Men's and boys' clothing and furnishings stores	141	32	32	5	9	8	4	-
561, 562, 3, 8	Women's clothing and specialty stores and furriers	403	114	65	3	16	27	5	2
	Women's ready-to-wear stores	340	96	54	3	13	22	4	2
562	Family clothing stores	72	15	11	-	1	1	1	-
	Shoe stores	161	39	30	8	4	8	5	1
564, 9	Other apparel and accessory stores	112	37	9	1	2	1	4	-
	Furniture, home furnishings, and equipment stores	849	185	121	6	14	2	12	3
5712, 5713, 4, 9	Furniture stores	264	61	33	4	5	1	6	-
	Home furnishings stores	326	67	42	-	6	1	3	2
	Household appliance, radio, television, and music stores	259	57	46	2	3	-	3	1
58	Eating and drinking places	1 585	432	228	8	29	10	18	9
	Eating places	1 285	340	178	6	22	9	14	9
5812	Drinking places (alcoholic beverages)	300	92	50	2	7	1	4	-
	Drug and proprietary stores	219	45	41	-	2	2	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	2 324	595	319	21	30	26	31	11
	Liquor stores	126	37	17	-	1	1	-	1
594	Miscellaneous shopping goods stores	1 072	276	155	13	21	21	19	7
	Florists	107	31	17	4	2	-	2	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.									
		No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	No. 12	No. 13	No. 20	
	Retail stores: <sup>1, 2</sup>										
	Number -----	54	42	42	55	56	63	83	109	50	
	Sales (\$1,000) -----	33 326	32 501	114 338	34 657	65 224	41 276	82 863	129 289	28 209	
	Payroll entire year (\$1,000) -----	4 334	4 634	10 963	3 715	10 131	4 357	10 753	18 170	4 004	
	Paid employees for week including March 12 -----	643	867	1 221	640	1 374	817	3 150	4 264	770	
54, 58, 591	Convenience goods stores:										
	Number -----	18	9	8	18	13	25	12	14	10	
	Sales (\$1,000) -----	16 191	7 724	6 438	17 981	10 687	22 284	6 303	6 937	16 371	
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>										
	Number -----	21	29	21	21	37	24	65	85	34	
	Sales (\$1,000) -----	11 396	23 976	40 182	13 573	53 332	15 676	75 858	120 559	10 140	
52, 55, 59, ex. 591, 4, 6	All other stores:										
	Number -----	15	4	13	16	6	14	6	10	6	
	Sales (\$1,000) -----	5 739	801	67 718	3 103	1 205	3 316	702	1 793	1 698	
	Number of Establishments										
	Retail stores <sup>1, 2</sup> -----	54	42	42	55	56	63	83	109	50	
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	-	-	3	-	3	-	-	2	
525	Hardware stores -----	-	-	-	1	-	-	-	-	-	
52 ex. 525	Other -----	1	-	-	2	-	3	-	-	2	
53	General merchandise group stores -----	4	4	2	7	2	4	4	5	2	
531	Department stores <sup>4</sup> -----	2	3	1	2	1	2	4	4	1	
533	Variety stores -----	-	1	1	4	1	1	-	1	-	
539	Miscellaneous general merchandise stores -----	2	-	-	1	-	1	-	-	1	
54	Food stores <sup>5</sup> -----	8	3	2	8	6	6	6	5	4	
541	Grocery stores -----	3	1	1	5	2	3	1	1	2	
55 ex. 554	Automotive dealers -----	3	1	10	5	-	1	-	-	-	
554	Gasoline service stations -----	4	1	1	3	-	3	-	-	-	
56	Apparel and accessory stores -----	5	15	-	4	20	6	43	53	16	
561	Men's and boys' clothing and furnishings stores -----	1	3	-	-	5	1	12	6	4	
562, 3, 8	Women's clothing and specialty stores and furriers -----	2	4	-	-	9	1	15	28	7	
562	Women's ready-to-wear stores -----	1	4	-	-	8	1	14	25	5	
565	Family clothing stores -----	1	-	-	2	1	-	3	1	-	
566	Shoe stores -----	1	4	-	2	5	2	11	14	3	
564, 9	Other apparel and accessory stores -----	-	4	-	-	-	2	2	4	2	
57	Furniture, home furnishings, and equipment stores -----	4	2	9	3	5	6	3	9	4	
5712	Furniture stores -----	-	-	1	1	-	3	-	1	-	
5713, 4, 9	Home furnishings stores -----	-	-	3	-	3	2	-	4	3	
572, 3	Household appliance, radio, television, and music stores -----	4	2	5	2	2	1	3	4	1	
58	Eating and drinking places -----	8	4	6	7	5	17	5	8	4	
5812	Eating places -----	7	4	6	6	5	16	5	8	4	
5813	Drinking places (alcoholic beverages) -----	1	-	-	1	-	1	-	-	-	
591	Drug and proprietary stores -----	2	2	-	3	2	2	1	1	2	
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	15	10	12	12	16	15	21	28	16	
592	Liquor stores -----	2	-	-	1	1	2	-	-	1	
594	Miscellaneous shopping goods stores -----	8	8	10	7	10	8	15	18	12	
5992	Florists -----	1	1	-	1	1	-	1	1	-	

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hollywood CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	124	30 823	4 414	1 188	753
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	4	1 169	65	16	13
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	-	-	-	-	-
554	<b>Gasoline service stations-----</b>	5	742	65	17	13
56	<b>Apparel and accessory stores-----</b>	32	5 190	854	228	135
561	Men's and boys' clothing and furnishings stores -----	9	1 939	344	93	45
562, 3, 8	Women's clothing and specialty stores and fitters -----	16	2 387	383	100	69
562	Women's ready-to-wear stores -----	13	2 238	363	93	63
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	14	3 865	516	131	62
5712	Furniture stores -----	5	2 619	265	66	30
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places-----</b>	29	4 437	1 164	346	257
5812	Eating places -----	22	3 393	937	295	214
5813	Drinking places (alcoholic beverages) -----	7	1 044	227	51	43
591	<b>Drug and proprietary stores-----</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	30	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	1 863	332	75	46
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	Retail stores <sup>2</sup> -----	100	62 998	10 240	2 375	1 656
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	1 337	268	69	24
554	Gasoline service stations-----	-	-	-	-	-
56	Apparel and accessory stores-----	19	6 263	1 010	276	164
561	Men's and boys' clothing and furnishings stores -----	4	1 029	315	82	25
562, 3, 8	Women's clothing and specialty stores and fitters -----	5	2 477	270	64	53
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	1 434	184	51	30
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	12	9 744	1 052	205	86
5712	Furniture stores -----	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	3	1 701	258	74	18
58	Eating and drinking places-----	18	12 139	3 688	785	701
5812	Eating places -----	14	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	4	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	31	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	19	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 13</b>					
	<b>Retail stores<sup>2</sup></b>	109	129 289	18 170	4 289	4 284
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	5	90 195	12 441	2 832	3 278
531	Department stores <sup>3</sup>	4	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	5	(D)	(D)	(D)	(D)
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	-	-	-	-	-
554	<b>Gasoline service stations</b>	-	-	-	-	-
56	<b>Apparel and accessory stores</b>	53	20 234	2 823	741	461
561	Men's and boys' clothing and furnishings stores	6	3 673	527	181	69
562, 3, 8	Women's clothing and specialty stores and furriers	28	10 851	1 452	362	277
562	Women's ready-to-wear stores	25	10 177	1 365	340	259
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	14	5 126	730	176	99
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	9	2 923	409	98	42
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	4	2 092	283	70	29
58	<b>Eating and drinking places</b>	8	3 517	843	212	194
5812	Eating places	8	3 517	843	212	194
5813	Drinking places (alcoholic beverages)	-	-	-	-	-
591	<b>Drug and proprietary stores</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	28	9 000	1 204	293	176
592	Liquor stores	-	-	-	-	-
594	Miscellaneous shopping goods stores	18	7 207	845	210	134
5992	Florists	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fort Lauderdale</b>					
	Retail stores <sup>2</sup> -----	2 227	1 062 519	129 205	33 802	21 227
52	Building materials, hardware, garden supply, and mobile home dealers -----	89	40 789	4 508	1 102	483
525	Hardware stores -----	20	4 891	805	198	110
52 ex. 525	Other -----	89	38 078	3 703	904	373
53	General merchandise group stores -----	37	117 515	15 804	3 775	3 468
531	Department stores <sup>3</sup> -----	8	99 580	13 961	3 305	3 148
533	Variety stores -----	12	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	17	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	207	149 208	13 400	3 508	1 951
541	Grocery stores -----	126	132 599	11 110	2 854	1 569
55 ex. 554	Automotive dealers -----	251	342 597	27 550	6 730	2 061
554	Gasoline service stations -----	149	57 773	3 870	992	608
56	Apparel and accessory stores -----	237	54 603	9 579	2 836	1 336
561	Men's and boys' clothing and furnishings stores -----	32	(D)	3 170	869	289
562, 3, 8	Women's clothing and specialty stores and furniture -----	114	27 821	4 358	1 222	741
562	Women's ready-to-wear stores -----	96	25 635	4 082	1 149	682
565	Family clothing stores -----	15	(D)	608	158	95
566	Shoe stores -----	39	7 375	1 131	307	156
564, 9	Other apparel and accessory stores -----	37	2 781	312	80	55
57	Furniture, home furnishings, and equipment stores -----	185	43 974	8 036	1 468	632
5712	Furniture stores -----	61	20 634	2 735	609	256
5713, 4, 9	Home furnishings stores -----	87	12 350	1 815	480	223
572, 3	Household appliance, radio, television, and music stores -----	57	10 990	1 486	379	153
58	Eating and drinking places -----	432	142 435	33 785	9 914	8 721
5812	Eating places -----	340	127 681	30 903	9 088	8 050
5813	Drinking places (alcoholic beverages) -----	92	14 754	2 882	826	671
591	Drug and proprietary stores -----	45	(D)	4 242	1 001	527
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	595	(D)	10 431	2 676	1 440
592	Liquor stores -----	37	(D)	1 564	378	214
594	Miscellaneous shopping goods stores -----	278	39 417	5 376	1 432	764
5992	Florists -----	31	3 194	842	207	129

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hollywood</b>					
	Retail stores <sup>2</sup> -----	1 248	614 599	73 052	18 088	12 800
52	Building materials, hardware, garden supply, and mobile home dealers -----	42	12 265	1 476	350	181
525	Hardware stores -----	7	(D)	98	21	12
52 ex. 525	Other -----	35	(D)	1 378	329	169
53	General merchandise group stores -----	26	138 626	17 719	4 099	3 953
531	Department stores <sup>3</sup> -----	9	126 966	16 461	3 812	3 726
533	Variety stores-----	7	3 387	568	137	118
539	Miscellaneous general merchandise stores-----	10	8 273	690	150	109
54	Food stores <sup>4</sup> -----	145	134 916	12 611	3 239	2 035
541	Grocery stores -----	76	112 684	9 901	2 532	1 528
55 ex. 554	Automotive dealers -----	80	121 446	10 637	2 518	843
554	Gasoline service stations-----	99	35 064	2 590	633	371
56	Apparel and accessory stores-----	147	36 491	4 957	1 262	834
561	Men's and boys' clothing and furnishings stores -----	32	(D)	1 230	314	173
562, 3, 8	Women's clothing and specialty stores and furriers -----	65	18 246	2 395	617	443
562	Women's ready-to-wear stores -----	54	(D)	2 207	568	403
565	Family clothing stores -----	11	(D)	235	52	42
566	Shoe stores -----	30	(D)	1 014	261	162
564, 9	Other apparel and accessory stores -----	9	549	83	18	14
57	Furniture, home furnishings, and equipment stores-----	121	22 590	3 051	773	375
5712	Furniture stores -----	33	7 680	1 102	283	129
5713, 4, 9	Home furnishings stores -----	42	7 480	973	219	105
572, 3	Household appliance, radio, television, and music stores-----	46	7 430	976	271	141
58	Eating and drinking places-----	228	42 722	10 861	2 932	2 737
5812	Eating places -----	178	38 354	10 098	2 723	2 523
5813	Drinking places (alcoholic beverages) -----	50	4 368	763	209	214
591	Drug and proprietary stores -----	41	(D)	3 708	939	604
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	319	(D)	5 442	1 343	867
592	Liquor stores -----	17	7 182	425	123	87
594	Miscellaneous shopping goods stores-----	155	25 479	3 657	868	585
5992	Florists -----	17	1 442	249	82	61

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Fort Lauderdale-Hollywood, Fla., SMSA</b>						
	Retail stores <sup>2</sup> -----	8 832	3 768 802	449 524	113 994	76 454
52	Building materials, hardware, garden supply, and mobile home dealers -----	433	138 129	17 746	4 111	1 968
525	Hardware stores -----	81	16 633	3 005	728	428
52 ex. 525	Other -----	352	121 496	14 741	3 383	1 540
53	General merchandise group stores -----	147	503 230	64 404	14 764	13 766
531	Department stores <sup>3</sup> -----	44	441 973	58 066	13 207	12 612
533	Variety stores -----	44	15 621	2 461	678	528
539	Miscellaneous general merchandise stores -----	59	45 636	3 877	879	626
54	Food stores <sup>4</sup> -----	1 059	798 857	72 595	18 479	11 363
541	Grocery stores -----	596	706 162	59 995	15 083	8 972
55 ex. 554	Automotive dealers -----	672	862 070	70 311	17 316	5 654
554	Gasoline service stations -----	655	254 610	17 761	4 446	2 758
56	Apparel and accessory stores -----	889	188 044	28 455	7 574	4 542
561	Men's and boys' clothing and furnishings stores -----	141	37 206	6 923	1 946	822
562, 3, 8	Women's clothing and specialty stores and furriers -----	403	93 476	13 564	3 611	2 468
562	Women's ready-to-wear stores -----	340	85 717	12 514	3 393	2 233
565	Family clothing stores -----	72	15 395	2 201	570	337
566	Shoe stores -----	161	34 016	4 725	1 186	720
564, 9	Other apparel and accessory stores -----	112	7 951	1 042	261	195
57	Furniture, home furnishings, and equipment stores -----	849	205 297	27 241	6 838	2 992
5712	Furniture stores -----	264	90 928	13 341	3 395	1 350
5713, 4, 9	Home furnishings stores -----	326	45 928	6 416	1 566	770
572, 3	Household appliance, radio, television, and music stores -----	259	68 441	7 484	1 877	872
58	Eating and drinking places -----	1 585	411 992	100 605	28 041	26 149
5812	Eating places -----	1 285	376 047	93 994	26 182	24 551
5813	Drinking places (alcoholic beverages) -----	300	35 945	6 611	1 859	1 598
591	Drug and proprietary stores -----	219	135 785	17 938	4 335	2 444
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	2 324	270 788	32 468	8 090	4 818
592	Liquor stores -----	126	67 759	4 858	1 197	756
594	Miscellaneous shopping goods stores -----	1 072	128 911	17 048	4 244	2 620
5992	Florists -----	107	9 201	1 978	515	355

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Fort Lauderdale-Hollywood SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Hollywood</b>			
	Retail stores <sup>3</sup> -----	(NA)	70.2	74.2
52	Building materials, hardware, garden supply, and mobile home dealers-----	(NA)	45.9	46.0
525	Hardware stores-----	(NA)	-17.2	37.4
52 ex. 525	Other-----	(NA)	(D)	47.3
53	General merchandise group stores-----	(NA)	40.9	47.3
531	Department stores <sup>4</sup> -----	(NA)	37.5	43.9
533	Variety stores-----	(NA)	(D)	-29.4
539	Miscellaneous general merchandise stores-----	(NA)	(D)	267.5
54	Food stores <sup>5</sup> -----	(NA)	78.9	73.3
541	Grocery stores-----	(NA)	71.5	69.0
55 ex. 554	Automotive dealers-----	(NA)	89.1	108.7
554	Gasoline service stations-----	(NA)	120.8	106.5
56	Apparel and accessory stores-----	(NA)	61.8	57.9
561	Men's and boys' clothing and furnishings stores-----	(NA)	(D)	48.5
562, 3, 8	Women's clothing and specialty stores and furriers-----	(NA)	45.2	61.6
562	Women's ready-to-wear stores-----	(NA)	(D)	61.5
565	Family clothing stores-----	(NA)	(D)	19.5
566	Shoe stores-----	(NA)	(D)	74.0
564, 9	Other apparel and accessory stores-----	(NA)	(D)	111.0
57	Furniture, home furnishings, and equipment stores-----	(NA)	58.6	45.3
5712	Furniture stores-----	(NA)	41.7	48.3
5713, 4, 9	Home furnishings stores-----	(NA)	85.5	53.9
572, 3	Household appliance, radio, television, and music stores-----	(NA)	55.1	36.6
58	Eating and drinking places-----	(NA)	69.8	89.9
5812	Eating places-----	(NA)	75.4	96.9
5813	Drinking places (alcoholic beverages)-----	(NA)	32.5	38.5
591	Drug and proprietary stores-----	(NA)	(D)	72.1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	55.9
592	Liquor stores-----	(NA)	(D)	17.6
594	Miscellaneous shopping goods stores-----	(NA)	211.7	74.1
5992	Florists-----	(NA)	(D)	26.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Hollywood</b>					
	Retail stores <sup>1</sup> -----	5.0	0.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile homes dealers -----	(D)	(D)	(D)	2.0	3.7
525	Hardware stores -----	3.1	—	(D)	(D)	0.4
52 ex. 525	Other -----			(D)	(D)	3.2
53	General merchandise group stores -----	0.8	0.2	3.8	22.6	13.4
531	Department stores <sup>2</sup> -----	—	—	—	20.7	11.7
533	Variety stores-----	(D)	(D)	(D)	0.6	0.4
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	1.3	1.2
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	22.0	21.2
541	Grocery stores-----	(D)	(D)	(D)	18.3	18.7
55 ex. 554	Automotive dealers -----	—	—	—	19.8	22.9
554	Gasoline service stations-----	2.1	0.3	2.4	5.7	6.8
56	Apparel and accessory stores-----	14.2	2.8	16.8	5.9	5.0
561	Men's and boys' clothing and furnishings stores -----	(D)	5.2	6.3	(D)	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	13.1	2.6	7.7	3.0	2.5
562	Women's ready-to-wear stores -----	(D)	2.6	7.3	(D)	2.3
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.4
566	Shoe stores -----	7.6	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.1	0.2
57	Furniture, home furnishings, and equipment stores-----	17.1	1.9	12.5	3.7	5.4
5712	Furniture stores -----	34.1	2.9	8.5	1.2	2.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.2	1.2
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	(D)	1.2	1.8
58	Eating and drinking places-----	10.4	1.1	14.4	7.0	10.9
5812	Eating places -----	8.8	0.9	11.0	6.2	10.0
5813	Drinking places (alcoholic beverages) -----	23.9	2.9	3.4	0.7	1.0
591	Drug and proprietary stores-----	11.2	(D)	(D)	(D)	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	5.9	(D)	(D)	(D)	7.2
592	Liquor stores -----	(D)	(D)	(D)	1.2	1.8
594	Miscellaneous shopping goods stores-----	7.3	1.4	6.0	4.1	3.4
5992	Florists -----	(D)	(D)	(D)	0.2	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

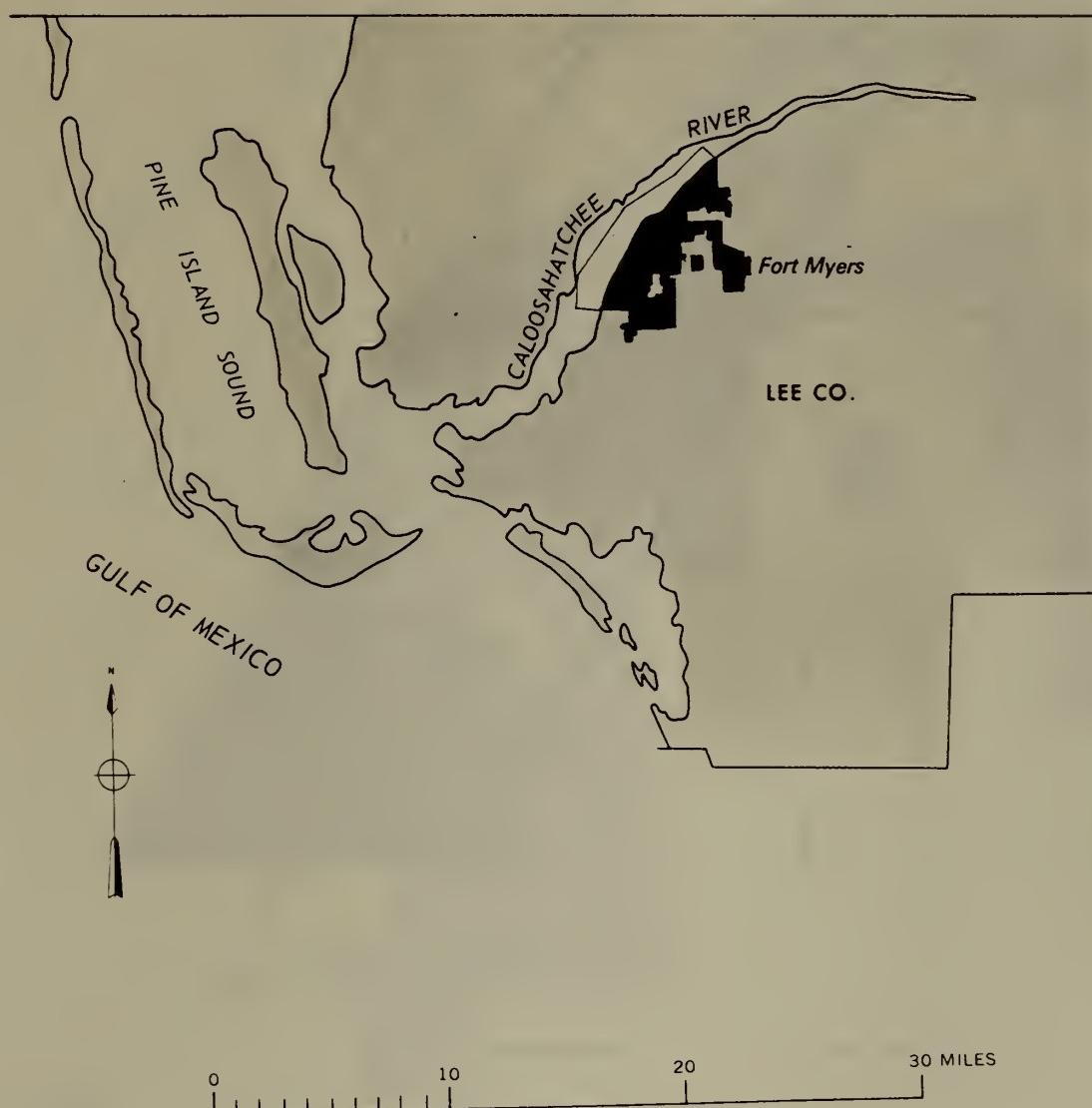
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## FORT MYERS

### Standard Metropolitan Statistical Area



# FORT MYERS

## Central Business District

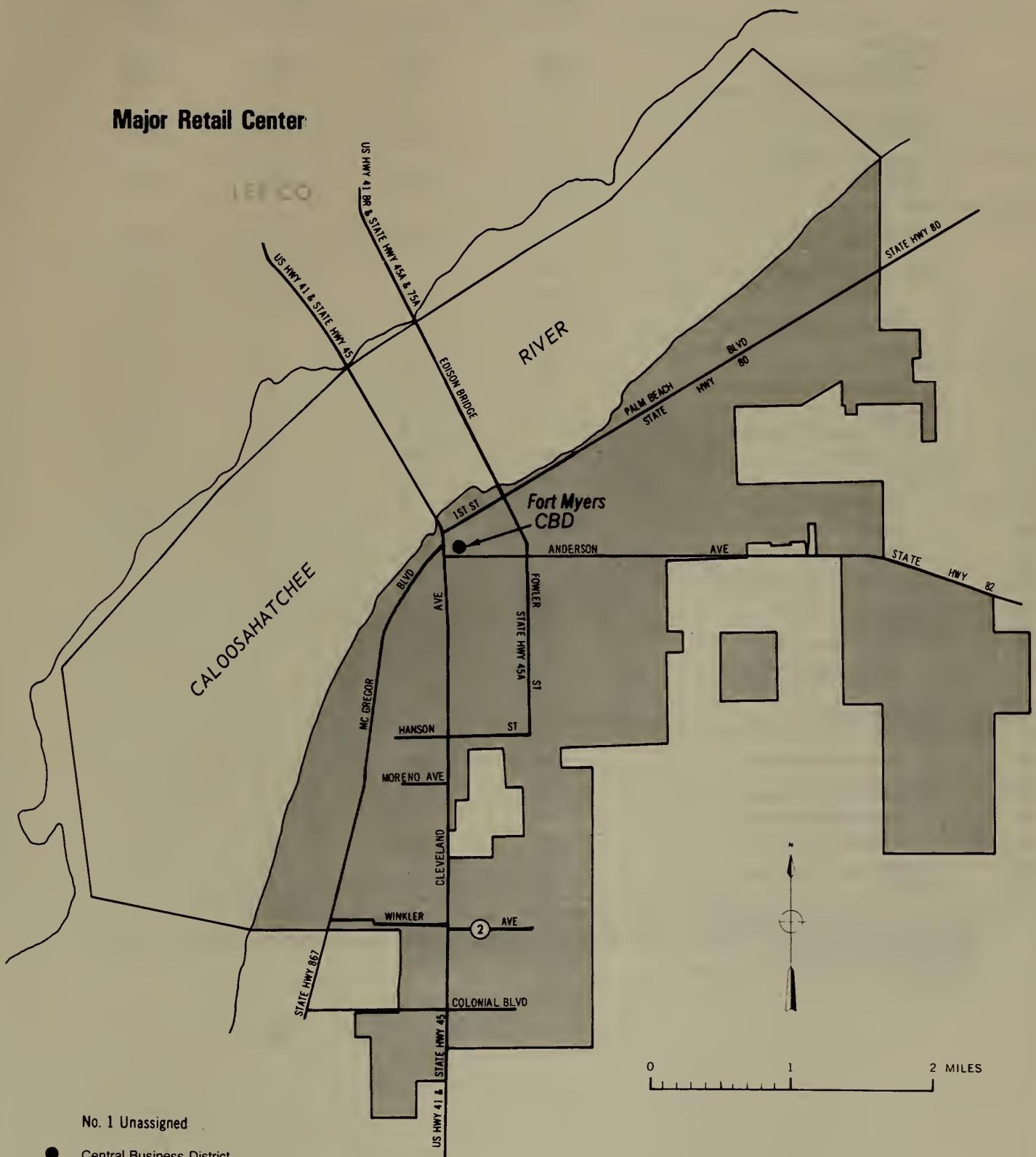


Comprising Census Tract 1

0 1000 2000 3000 FEET

# FORT MYERS

**Major Retail Center**



No. 1 Unassigned

● Central Business District

(1) Major Retail Center (boundary description is in appendix E)

■ Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 2
	Retail stores: <sup>1, 2</sup>				
	Number .....	1 907	880	72	72
	Sales (\$1,000) .....	718 055	462 481	23 975	107 579
	Payroll entire year (\$1,000) .....	83 521	(D)	3 625	13 924
	Paid employees for week including March 12 .....	13 012	(D)	530	2 182
54, 58, 591	Convenience goods stores:				
	Number .....	601	275	15	18
	Sales (\$1,000) .....	(D)	(D)	4 008	29 083
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>				
	Number .....	641	283	40	45
	Sales (\$1,000) .....	189 030	(D)	8 446	75 773
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number .....	665	322	17	9
	Sales (\$1,000) .....	(D)	(D)	11 521	2 723
	Number of Establishments				
	Retail stores <sup>1, 2</sup> .....	1 907	880	72	72
52	Building materials, hardware, garden supply, and mobile home dealers .....	127	51	-	-
525	Hardware stores .....	29	12	-	-
52 ex. 525	Other .....	98	39	-	-
53	General merchandise group stores .....	40	19	2	5
531	Department stores <sup>4</sup> .....	9	7	-	4
533	Variety stores .....	12	6	1	1
539	Miscellaneous general merchandise stores .....	19	6	1	-
54	Food stores <sup>5</sup> .....	261	140	9	7
541	Grocery stores .....	174	92	3	4
55 ex. 554	Automotive dealers .....	131	78	4	1
554	Gasoline service stations .....	143	70	5	2
56	Apparel and accessory stores .....	155	68	18	16
561	Men's and boys' clothing and furnishings stores .....	32	17	5	3
562, 3, 8	Women's clothing and specialty stores and furriers .....	65	26	4	6
562	Women's ready-to-wear stores .....	61	25	4	6
565	Family clothing stores .....	18	7	3	1
566	Shoe stores .....	26	15	6	6
564, 9	Other apparel and accessory stores .....	14	3	-	-
57	Furniture, home furnishings, and equipment stores .....	174	97	6	7
5712	Furniture stores .....	62	37	2	-
5713, 4, 9	Home furnishings stores .....	47	23	2	1
572, 3	Household appliance, radio, television, and music stores .....	65	37	2	6
58	Eating and drinking places .....	300	120	6	9
5812	Eating places .....	255	99	5	8
5813	Drinking places (alcoholic beverages) .....	45	21	1	1
591	Drug and proprietary stores .....	40	15	-	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	536	222	22	23
592	Liquor stores .....	22	11	1	-
594	Miscellaneous shopping goods stores .....	272	99	14	17
5992	Florists .....	30	17	2	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers or  
central business districts with 100  
retail establishments or more in 1977

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Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fort Myers</b>					
	Retail stores <sup>2</sup> -	880	482 481	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -	51	28 720	3 520	711	337
525	Hardware stores -	12	(D)	414	111	62
52 ex. 525	Other -	39	(D)	3 106	600	275
53	General merchandise group stores -	19	(D)	11 405	2 619	1 721
531	Department stores <sup>3</sup> -	7	(D)	(D)	(D)	(D)
533	Variety stores -	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -	6	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -	140	87 107	7 277	1 845	1 378
541	Grocery stores -	92	81 958	6 516	1 655	1 254
55 ex. 554	Automotive dealers -	78	127 556	11 926	2 831	858
554	Gasoline service stations -	70	20 863	1 287	309	235
56	Apparel and accessory stores -	88	15 522	2 238	517	359
561	Men's and boys' clothing and furnishings stores -	17	2 986	497	129	64
562, 3, 8	Women's clothing and specialty stores and furriers -	26	(D)	871	222	180
562	Women's ready-to-wear stores -	25	(D)	(D)	(D)	(D)
565	Family clothing stores -	7	(D)	(D)	(D)	(D)
566	Shoe stores -	15	(D)	464	88	57
564, 9	Other apparel and accessory stores -	3	103	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -	97	28 322	4 540	1 056	417
5712	Furniture stores -	37	14 749	2 280	514	219
5713, 4, 9	Home furnishings stores -	23	4 569	710	180	83
572, 3	Household appliance, radio, television, and music stores -	37	9 004	1 550	362	115
58	Eating and drinking places -	120	28 071	6 663	1 775	1 762
5812	Eating places -	99	25 485	6 244	1 655	1 655
5813	Drinking places (alcoholic beverages) -	21	2 586	419	120	107
591	Drug and proprietary stores -	15	(D)	1 569	400	228
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -	222	(D)	(D)	(D)	(D)
592	Liquor stores -	11	(D)	502	127	77
594	Miscellaneous shopping goods stores -	99	12 861	2 140	518	318
5992	Florists -	17	2 188	564	129	93

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fort Myers, Fla., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	<b>1 907</b>	<b>718 055</b>	<b>83 521</b>	<b>19 987</b>	<b>13 012</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	127	66 500	8 125	1 624	756
525	Hardware stores	29	5 647	790	179	118
52 ex. 525	Other	98	60 853	7 335	1 445	638
53	<b>General merchandise group stores</b>	<b>40</b>	<b>95 942</b>	<b>12 714</b>	<b>2 921</b>	<b>1 962</b>
531	Department stores <sup>3</sup>	9	83 459	11 127	2 538	1 659
533	Variety stores	12	(D)	1 104	255	221
539	Miscellaneous general merchandise stores	19	(D)	483	128	82
54	<b>Food stores<sup>4</sup></b>	<b>261</b>	<b>164 211</b>	<b>14 219</b>	<b>3 417</b>	<b>2 525</b>
541	Grocery stores	174	157 065	13 268	3 192	2 371
55 ex. 554	<b>Automotive dealers</b>	<b>131</b>	<b>141 824</b>	<b>13 608</b>	<b>3 231</b>	<b>1 058</b>
554	<b>Gasoline service stations</b>	<b>143</b>	<b>45 589</b>	<b>2 847</b>	<b>716</b>	<b>491</b>
56	<b>Apparel and accessory stores</b>	<b>155</b>	<b>24 362</b>	<b>3 219</b>	<b>777</b>	<b>559</b>
561	Men's and boys' clothing and furnishings stores	32	4 516	668	173	91
562, 3, 8	Women's clothing and specialty stores and furriers	65	10 494	1 331	359	288
562	Women's ready-to-wear stores	61	(D)	(D)	(D)	(D)
565	Family clothing stores	18	4 936	646	135	105
566	Shoe stores	26	3 769	523	101	68
564, 9	Other apparel and accessory stores	14	647	51	9	7
57	<b>Furniture, home furnishings, and equipment stores</b>	<b>174</b>	<b>47 642</b>	<b>6 825</b>	<b>1 594</b>	<b>673</b>
5712	Furniture stores	62	23 901	3 456	770	338
5713, 4, 9	Home furnishings stores	47	7 513	1 009	257	122
572, 3	Household appliance, radio, television, and music stores	65	16 228	2 360	567	213
58	<b>Eating and drinking places</b>	<b>300</b>	<b>56 861</b>	<b>12 717</b>	<b>3 423</b>	<b>3 593</b>
5812	Eating places	255	52 495	12 022	3 231	3 405
5813	Drinking places (alcoholic beverages)	45	4 366	695	192	188
591	<b>Drug and proprietary stores</b>	<b>40</b>	<b>(D)</b>	<b>3 077</b>	<b>756</b>	<b>413</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	<b>536</b>	<b>(D)</b>	<b>6 170</b>	<b>1 528</b>	<b>982</b>
592	Liquor stores	22	(D)	854	219	139
594	Miscellaneous shopping goods stores	272	21 084	2 851	714	484
5992	Florists	30	2 890	664	159	117

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Fort Myers SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Fort Myers SMSA in 1977

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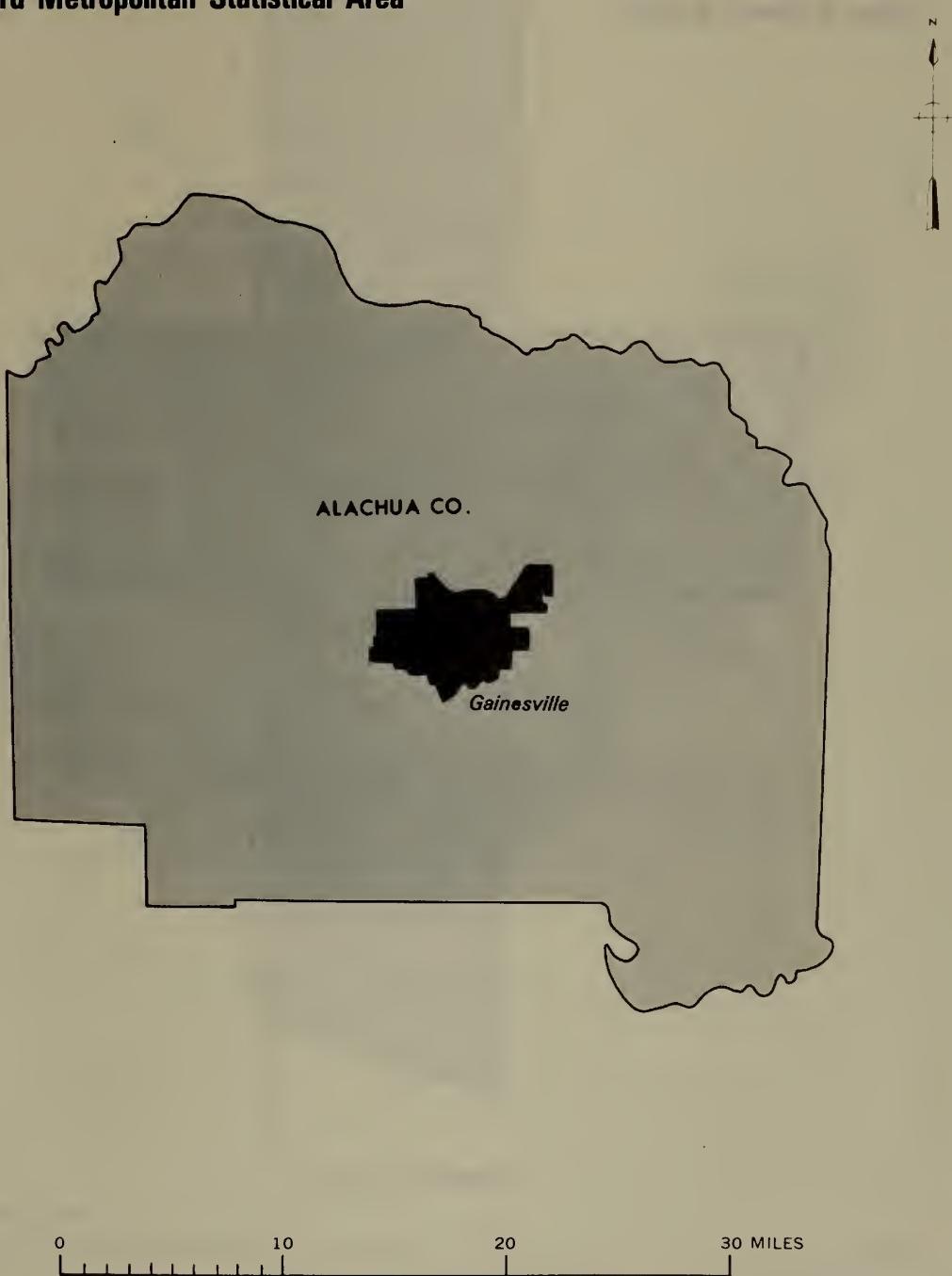
**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Fort Myers SMCA in 1977

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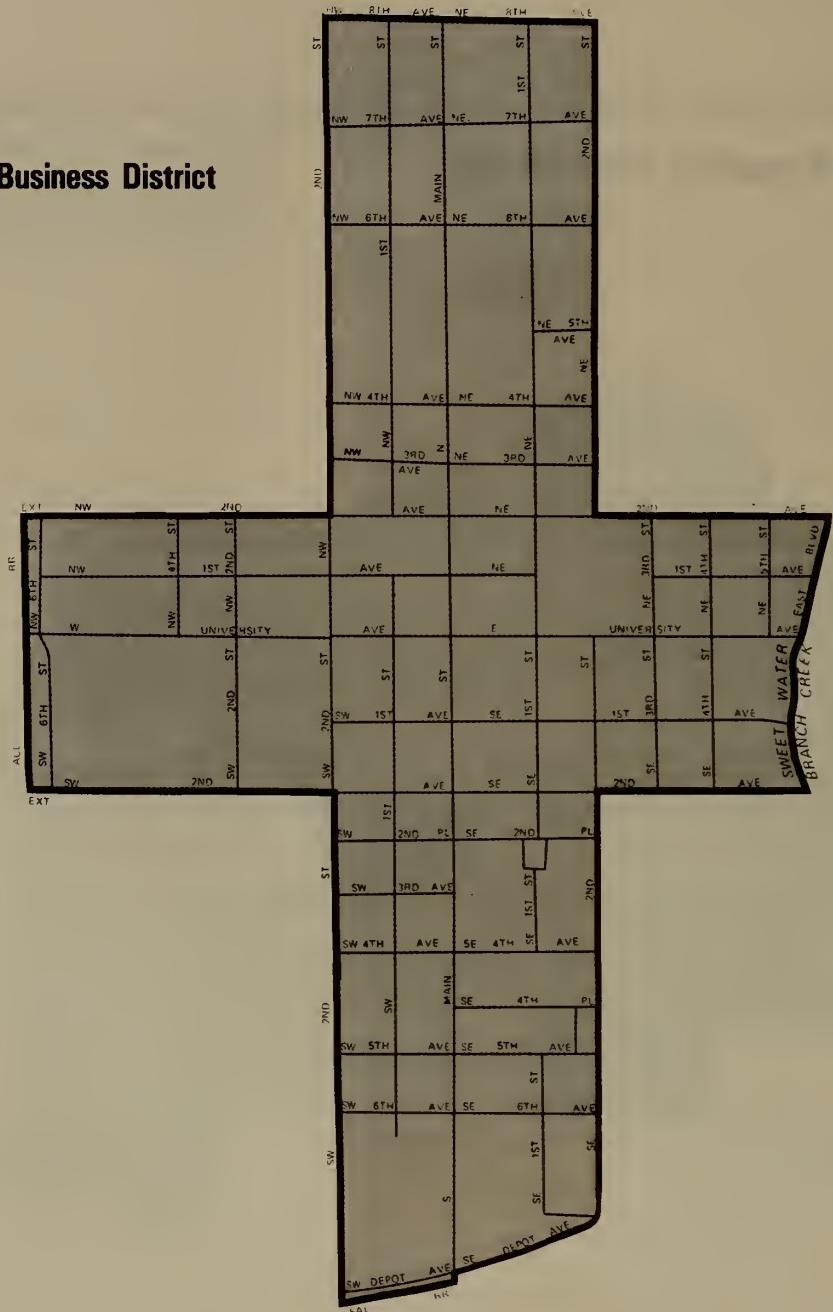
# GAINESVILLE

**Standard Metropolitan Statistical Area**



# GAINESVILLE

## **Central Business District**



### **Comprising Census Tract 1**

A scale bar representing distance in feet. It features a horizontal line with tick marks. The origin is labeled '0'. At the 1000-foot mark, there is a vertical line segment extending downwards. At the 2000-foot mark, there is another vertical line segment extending downwards. At the 3000-foot mark, the word 'FEET' is written vertically. The labels '1000', '2000', and '3000' are placed above their respective tick marks.

# GAINESVILLE

## Major Retail Center

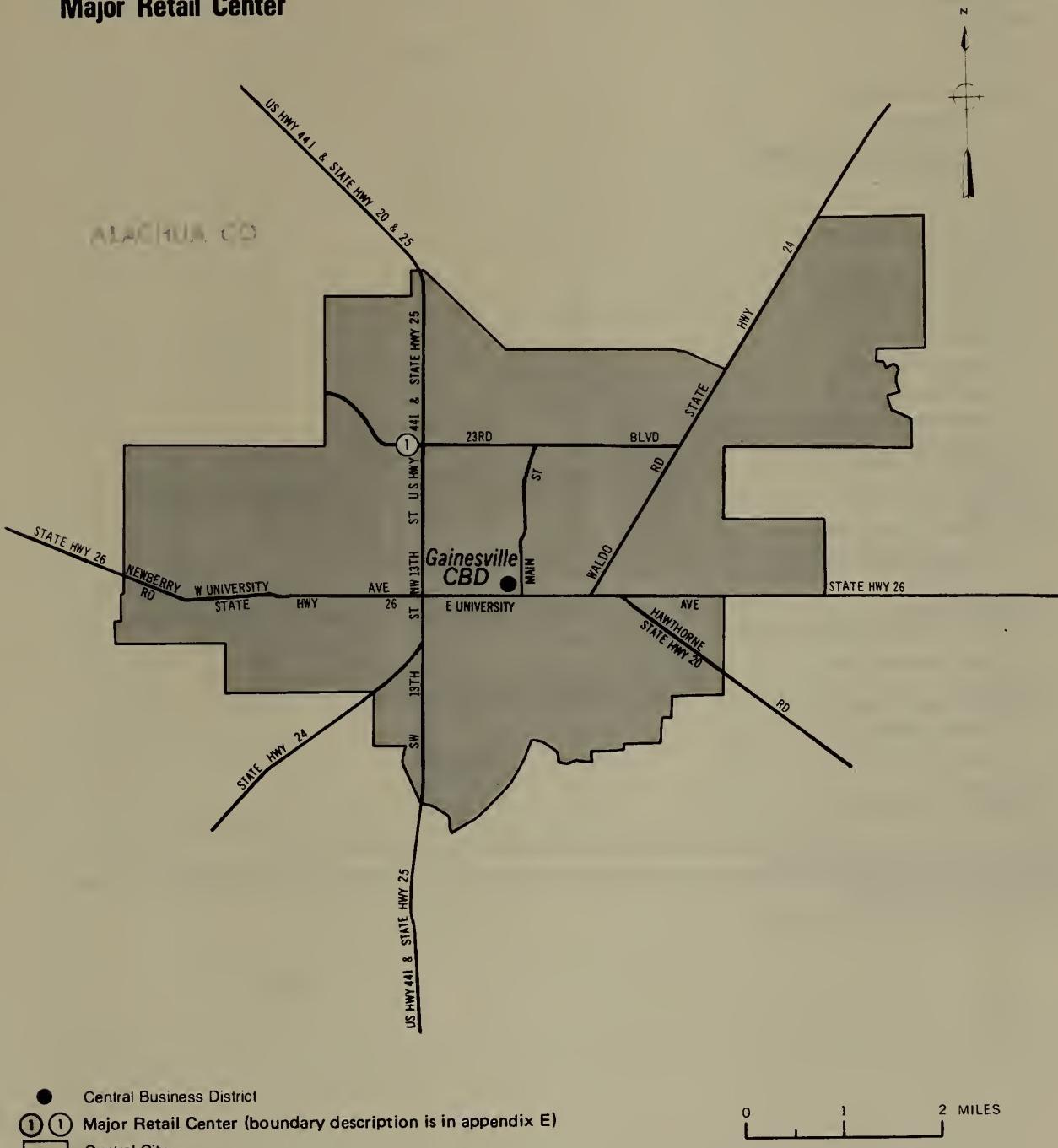


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

(For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps)

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	Retail stores: <sup>1, 2</sup>				
	Number -----	1 148	778	84	39
	Sales (\$1,000) -----	480 785	(D)	35 099	59 281
	Payroll entire year (\$1,000) -----	58 244	50 426	5 072	8 062
	Paid employees for week including March 12 -----	9 572	8 008	727	1 268
54, 58, 591	Convenience goods stores:				
	Number -----	422	260	22	9
	Sales (\$1,000) -----	(D)	137 860	6 042	(D)
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>				
	Number -----	293	235	40	28
	Sales (\$1,000) -----	124 819	(D)	11 971	46 013
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number -----	433	283	22	2
	Sales (\$1,000) -----	(D)	(D)	17 086	(D)
	Number of Establishments				
	Retail stores <sup>1, 2</sup> -----	1 148	778	84	39
52	Building materials, hardware, garden supply, and mobile home dealers -----	70	48	3	-
525	Hardware stores -----	15	7	1	-
52 ex. 525	Other -----	55	41	2	-
53	General merchandise group stores -----	27	20	2	4
531	Department stores <sup>4</sup> -----	7	7	-	3
533	Variety stores -----	8	6	2	1
539	Miscellaneous general merchandise stores -----	12	7	-	-
54	Food stores <sup>5</sup> -----	183	91	6	4
541	Grocery stores -----	140	65	3	2
55 ex. 554	Automotive dealers -----	75	52	5	-
554	Gasoline service stations -----	126	75	4	-
56	Apparel and accessory stores -----	84	68	17	13
561	Men's and boys' clothing and furnishings stores -----	9	7	2	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	22	2	5
562	Women's ready-to-wear stores -----	27	21	2	4
565	Family clothing stores -----	20	15	7	1
566	Shoe stores -----	19	17	4	3
564, 9	Other apparel and accessory stores -----	8	7	2	1
57	Furniture, home furnishings, and equipment stores -----	75	60	13	3
5712	Furniture stores -----	26	19	7	-
5713, 4, 9	Home furnishings stores -----	12	10	2	1
572, 3	Household appliance, radio, television, and music stores -----	37	31	4	2
58	Eating and drinking places -----	207	146	14	4
5812	Eating places -----	188	135	11	4
5813	Drinking places (alcoholic beverages) -----	19	11	3	-
591	Drug and proprietary stores -----	32	23	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	269	195	18	10
592	Liquor stores -----	28	18	-	-
594	Miscellaneous shopping goods stores -----	107	87	8	8
5992	Florists -----	18	11	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers or  
central business districts with 100  
retail establishments or more in 1977

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Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Gainesville</b>					
	Retail stores <sup>2</sup> -----	778	(D)	50 426	11 896	8 008
52	Building materials, hardware, garden supply, and mobile home dealers -----	46	27 071	2 809	645	333
525	Hardware stores -----	7	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	41	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	20	(D)	8 328	1 851	1 211
531	Department stores <sup>3</sup> -----	7	48 503	6 917	1 515	966
533	Variety stores-----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	7	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	91	86 883	8 224	1 911	1 297
541	Grocery stores-----	65	83 306	7 540	1 746	1 162
55 ex. 554	Automotive dealers -----	52	86 726	8 543	2 051	713
554	Gasoline service stations-----	75	26 984	1 879	476	329
56	Apparel and accessory stores-----	68	21 959	2 757	664	499
561	Men's and boys' clothing and furnishings stores -----	7	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	21	6 564	834	187	142
565	Family clothing stores -----	15	8 820	(D)	(D)	(D)
566	Shoe stores -----	17	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	60	22 267	3 444	771	378
5712	Furniture stores -----	19	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	10	(D)	304	81	37
572, 3	Household appliance, radio, television, and music stores -----	31	8 791	(D)	(D)	(D)
58	Eating and drinking places-----	146	34 874	8 116	2 053	2 293
5812	Eating places -----	135	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	11	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	23	18 303	2 401	535	313
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	195	(D)	3 925	939	642
592	Liquor stores -----	18	(D)	518	135	119
594	Miscellaneous shopping goods stores -----	87	14 581	2 163	494	334
5992	Florists -----	11	(D)	327	74	66

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Gainesville, Fla., SMSA					
	Retail atores <sup>2</sup>	1 148	480 785	58 244	13 787	9 572
52	Building materials, hardware, garden supply, and mobile home dealers	70	29 584	3 182	721	401
525	Hardware stores	15	3 466	580	128	87
52 ex. 525	Other	55	26 098	2 602	593	314
53	General merchandise group stores	27	62 608	8 434	1 877	1 237
531	Department stores <sup>3</sup>	7	48 503	6 917	1 515	966
533	Variety stores	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	12	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	183	107 084	10 009	2 326	1 564
541	Grocery stores	140	102 085	9 187	2 134	1 407
55 ex. 554	Automotive dealers	75	91 761	9 018	2 177	781
554	Gasoline service stations	126	45 291	3 188	801	568
56	Apparel and accessory atores	84	23 508	2 868	891	529
561	Men's and boys' clothing and furnishings stores	9	2 000	198	51	42
562, 3, 8	Women's clothing and specialty stores and furriers	28	(D)	903	204	157
562	Women's ready-to-wear stores	27	(D)	(D)	(D)	(D)
565	Family clothing stores	20	9 375	1 064	274	205
566	Shoe stores	19	4 375	628	138	102
564, 9	Other apparel and accessory stores	8	(D)	73	24	23
57	Furniture, home furnishings, and equipment atores	75	23 383	3 514	791	387
5712	Furniture stores	26	12 000	1 766	379	191
5713, 4, 9	Home furnishings stores	12	2 054	304	81	37
572, 3	Household appliance, radio, television, and music stores	37	9 309	1 444	331	159
58	Eating and drinking places	207	45 682	10 583	2 884	2 999
5812	Eating places	188	43 085	10 117	2 539	2 845
5813	Drinking places (alcoholic beverages)	19	2 597	466	125	154
591	Drug and proprietary stores	32	(D)	2 827	618	368
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	269	(D)	4 845	1 121	740
592	Liquor stores	28	8 052	718	168	143
594	Miscellaneous shopping goods stores	107	15 342	2 242	515	355
5992	Florists	18	1 549	358	82	72

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Gainesville SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Gainesville SMSA in 1977

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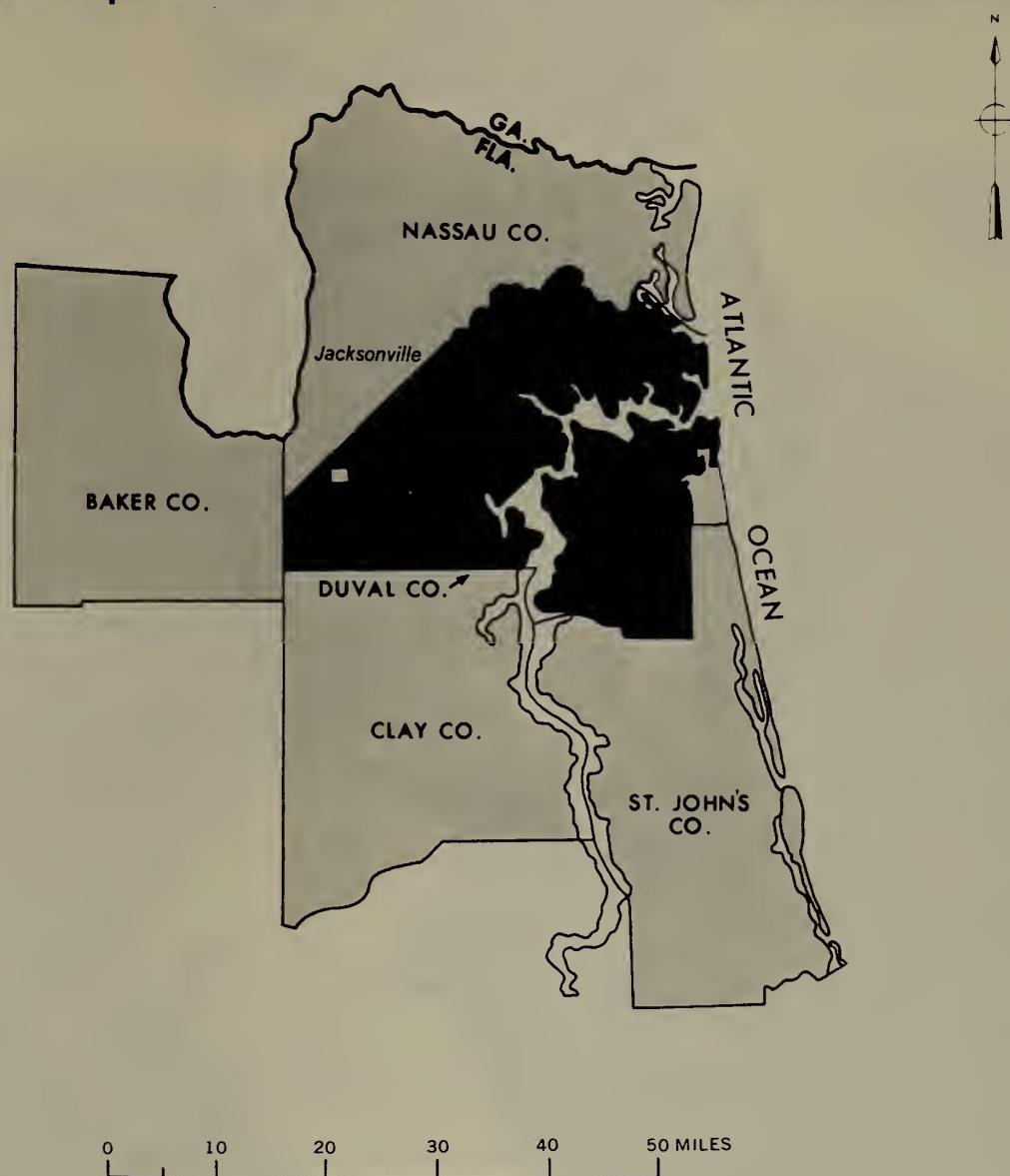
**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Gainesville SMSA in 1977

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# JACKSONVILLE

## Standard Metropolitan Statistical Area



# JACKSONVILLE

## Central Business District

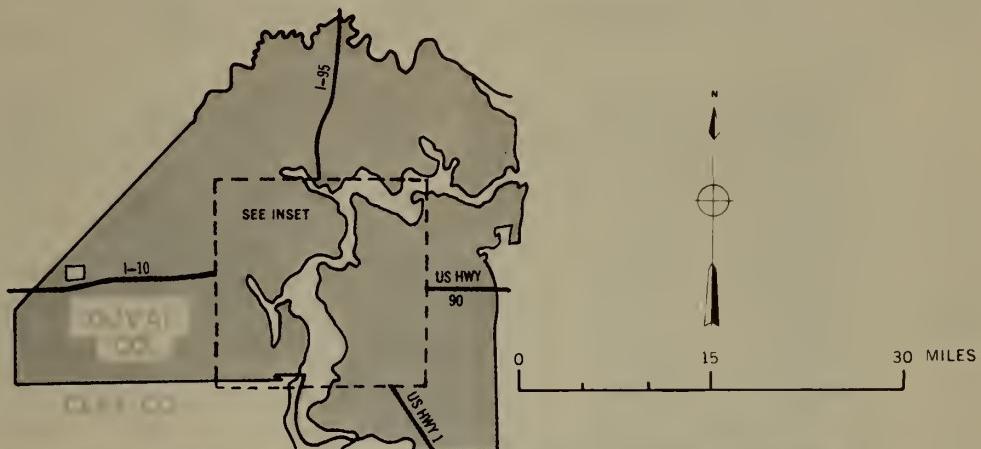


Comprising Census Tract 9

0      1000      2000 FEET

# JACKSONVILLE

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 3	No. 4	No. 5
	Retail stores: <sup>1, 2</sup>								
	Number .....	5 853	4 200	191	89	47	92	78	112
	Sales (\$1,000) .....	2 396 989	(D)	100 815	62 064	37 333	49 383	54 573	163 253
	Payroll entire year (\$1,000) .....	279 012	(D)	19 004	8 070	4 670	7 297	7 525	18 406
	Paid employees for week including March 12 .....	42 942	(D)	2 792	1 320	801	1 054	1 155	2 622
54, 58, 591	Convenience goods stores:								
	Number .....	2 052	1 459	55	20	10	22	13	31
	Sales (\$1,000) .....	790 541	(D)	11 835	19 162	8 594	17 325	2 811	23 276
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>								
	Number .....	1 515	1 077	107	55	24	46	62	61
	Sales (\$1,000) .....	536 971	(D)	84 169	40 142	14 327	25 910	51 235	70 391
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number .....	2 286	1 664	29	14	13	24	3	20
	Sales (\$1,000) .....	1 069 477	863 524	4 811	2 760	14 412	6 148	527	69 586
	Number of Establishments								
	Retail stores <sup>1, 2</sup> .....	5 853	4 200	191	89	47	92	78	112
52	Building materials, hardware, garden supply, and mobile home dealers .....	304	210	-	3	2	5	-	-
525	Hardware stores .....	71	47	-	1	-	1	-	-
52 ex. 525	Other .....	233	163	-	2	2	4	-	-
53	General merchandise group stores .....	144	94	10	6	3	3	3	8
531	Department stores <sup>4</sup> .....	36	28	4	3	2	3	3	5
533	Variety stores .....	44	27	3	2	1	-	-	1
539	Miscellaneous general merchandise stores .....	64	39	3	1	-	-	-	2
54	Food stores <sup>5</sup> .....	923	655	4	8	2	6	6	10
541	Grocery stores .....	663	461	3	3	1	1	-	7
55 ex. 554	Automotive dealers .....	472	383	4	4	3	10	-	10
554	Gasoline service stations .....	578	410	3	-	5	2	-	4
56	Apparel and accessory stores .....	428	314	50	31	13	17	34	28
561	Men's and boys' clothing and furnishings stores .....	78	58	15	9	3	4	6	7
562, 3, 8	Women's clothing and specialty stores and furriers .....	163	116	13	8	4	6	16	9
562	Women's ready-to-wear stores .....	151	106	12	8	4	6	15	9
565	Family clothing stores .....	45	28	5	3	2	-	3	3
566	Shoe stores .....	91	70	11	8	2	5	9	7
564, 9	Other apparel and accessory stores .....	51	42	6	3	2	2	-	2
57	Furniture, home furnishings, and equipment stores .....	435	340	19	9	3	11	12	10
5712	Furniture stores .....	146	113	9	-	-	3	3	2
5713, 4, 9	Home furnishings stores .....	132	106	4	3	-	3	3	3
572, 3	Household appliance, radio, television, and music stores .....	157	121	6	6	3	5	6	5
58	Eating and drinking places .....	985	700	43	10	7	13	6	19
5812	Eating places .....	820	590	39	10	7	13	6	18
5813	Drinking places (alcoholic beverages) .....	165	110	4	-	-	-	-	1
591	Drug and proprietary stores .....	144	104	8	2	1	3	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	1 440	1 010	50	16	8	22	16	21
592	Liquor stores .....	132	91	5	-	-	-	-	1
594	Miscellaneous shopping goods stores .....	508	329	28	9	5	15	13	15
5992	Florists .....	84	59	1	-	2	2	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Jacksonville CBD</b>					
	Retail stores <sup>2</sup> -----	191	100 815	19 004	4 605	2 792
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	10	49 289	7 380	1 735	1 004
531	Department stores <sup>3</sup> -----	4	45 593	6 727	1 579	863
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	4	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	1 758	429	90	27
554	Gasoline service stations-----	3	664	87	22	19
56	Apparel and accessory stores -----	50	15 553	4 296	1 030	670
561	Men's and boys' clothing and furnishings stores -----	15	2 843	583	134	75
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	6 451	2 182	510	338
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	1 568	301	86	43
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	19	11 822	2 428	608	248
5712	Furniture stores -----	9	9 507	2 001	510	200
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	43	6 455	1 561	416	350
5812	Eating places -----	39	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	4	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	8	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	50	9 894	2 124	536	372
592	Liquor stores -----	5	1 015	163	44	41
594	Miscellaneous shopping goods stores -----	28	7 505	1 711	416	296
5992	Florists -----	1	(D)	(D)	(D)	(D)

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	Retail stores <sup>2</sup> -----	112	163 253	18 406	4 320	2 622
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	8	45 985	6 191	1 483	973
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	15 536	1 302	349	181
541	Grocery stores -----	7	15 242	1 257	342	173
55 ex. 554	Automotive dealers -----	10	66 666	5 581	1 272	420
554	Gasoline service stations-----	4	2 180	129	42	26
56	Apparel and accessory stores-----	28	16 755	2 035	488	389
561	Men's and boys' clothing and furnishings stores -----	7	3 898	576	152	88
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	9 429	1 037	232	231
562	Women's ready-to-wear stores -----	9	9 429	1 037	232	231
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	2 650	348	84	51
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	10	3 799	584	135	52
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	2 139	349	79	29
58	Eating and drinking places-----	19	(D)	(D)	(D)	(D)
5812	Eating places -----	18	5 931	1 631	330	432
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	21	4 592	599	137	89
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	15	3 852	468	108	71
5992	Florists -----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Jacksonville</b>					
	Retail stores <sup>2</sup> -----	4 200	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	210	85 441	9 588	2 195	1 140
525	Hardware stores -----	47	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	163	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	94	(D)	31 089	7 415	4 868
531	Department stores <sup>3</sup> -----	28	(D)	(D)	(D)	(D)
533	Variety stores-----	27	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	39	(D)	2 501	562	392
54	Food stores <sup>4</sup> -----	655	379 412	34 334	8 668	5 115
541	Grocery stores-----	461	355 133	30 534	7 762	4 462
55 ex. 554	Automotive dealers -----	363	513 670	47 048	10 514	3 774
554	Gasoline service stations-----	410	(D)	10 388	2 624	1 807
56	Apparel and accessory stores-----	314	80 003	13 634	3 261	2 292
561	Men's and boys' clothing and furnishings stores -----	58	(D)	2 515	631	345
562, 3, 8	Women's clothing and specialty stores and fitters -----	116	(D)	6 129	1 437	1 107
562	Women's ready-to-wear stores -----	106	34 978	(D)	(D)	(D)
565	Family clothing stores -----	28	12 337	(D)	(D)	(D)
566	Shoe stores -----	70	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	42	3 516	527	118	90
57	Furniture, home furnishings, and equipment stores-----	340	86 943	13 592	3 309	1 467
5712	Furniture stores -----	113	(D)	7 223	1 782	731
5713, 4, 9	Home furnishings stores -----	106	(D)	2 441	601	300
572, 3	Household appliance, radio, television, and music stores -----	121	(D)	3 928	926	436
58	Eating and drinking places-----	700	145 626	35 198	8 963	8 821
5812	Eating places -----	590	(D)	33 285	8 478	8 381
5813	Drinking places (alcoholic beverages) -----	110	(D)	1 913	485	440
591	Drug and proprietary stores -----	104	(D)	10 727	2 507	1 517
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	1 010	(D)	(D)	(D)	(D)
592	Liquor stores -----	91	41 038	3 806	956	741
594	Miscellaneous shopping goods stores -----	329	40 560	6 020	1 423	1 036
5992	Florists -----	59	6 593	1 563	382	261

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Jacksonville, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	5 853	2 396 989	279 012	66 783	42 942
52	Building materials, hardware, garden supply, and mobile home dealers -----	304	106 384	12 148	2 728	1 457
525	Hardware stores -----	71	15 909	2 507	575	288
52 ex. 525	Other -----	233	90 475	9 641	2 153	1 169
53	General merchandise group stores -----	144	289 273	39 662	9 314	6 138
531	Department stores <sup>3</sup> -----	36	237 394	33 661	7 911	5 063
533	Variety stores-----	44	18 800	2 915	702	588
539	Miscellaneous general merchandise stores -----	64	33 079	3 086	701	487
54	Food stores <sup>4</sup> -----	923	500 457	44 554	11 053	6 600
541	Grocery stores -----	663	469 636	39 856	9 948	5 769
55 ex. 554	Automotive dealers -----	472	607 177	54 298	12 173	4 449
554	Gasoline service stations-----	578	217 181	14 907	3 708	2 592
56	Apparel and accessory stores-----	428	97 944	15 939	3 781	2 746
561	Men's and boys' clothing and furnishings stores -----	78	17 206	2 964	728	414
562, 3, 8	Women's clothing and specialty stores and furriers -----	163	44 402	7 227	1 695	1 357
562	Women's ready-to-wear stores -----	151	43 807	7 135	1 662	1 327
565	Family clothing stores -----	45	14 443	2 427	600	483
566	Shoe stores -----	91	17 803	2 741	618	380
564, 9	Other apparel and accessory stores -----	51	4 090	580	140	112
57	Furniture, home furnishings, and equipment stores-----	435	96 692	14 824	3 588	1 633
5712	Furniture stores -----	146	46 570	7 744	1 896	806
5713, 4, 9	Home furnishings stores -----	132	16 445	2 556	632	326
572, 3	Household appliance, radio, television, and music stores -----	157	33 677	4 524	1 060	501
58	Eating and drinking places-----	985	194 424	46 235	11 533	11 697
5812	Eating places -----	820	179 783	43 655	10 879	11 095
5813	Drinking places (alcoholic beverages)-----	165	14 641	2 580	654	602
591	Drug and proprietary stores -----	144	95 660	12 841	2 999	1 842
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	1 440	191 797	23 604	5 906	3 788
592	Liquor stores -----	132	54 647	4 903	1 231	951
594	Miscellaneous shopping goods stores -----	508	53 062	7 392	1 748	1 306
5992	Florists -----	84	7 530	1 709	422	295

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Jacksonville</b>					
	<b>Retail stores<sup>2</sup>-----</b>	236	112 736	23 622	5 653	4 479
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	9	57 225	12 536	2 981	2 219
531	Department stores <sup>3</sup> -----	4	53 965	12 017	2 853	2 096
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	9	2 227	209	57	45
55 ex. 554	<b>Automotive dealers -----</b>	5	2 104	410	104	57
554	<b>Gasoline service stations -----</b>	2	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores -----</b>	61	19 222	4 419	1 044	899
561	Men's and boys' clothing and furnishings stores -----	17	5 092	920	220	173
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	6 022	987	244	264
562	Women's ready-to-wear stores -----	13	5 499	891	218	236
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	132	16	4	4
57	<b>Furniture, home furnishings, and equipment stores -----</b>	21	12 128	2 232	524	299
5712	Furniture stores -----	11	10 315	1 847	433	236
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	49	5 866	1 387	340	411
5812	Eating places -----	40	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	9	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	10	2 138	349	102	76
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	66	10 350	1 974	472	447
592	Liquor stores -----	4	605	144	37	40
594	Miscellaneous shopping goods stores -----	32	7 461	1 438	342	337
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Jacksonville</b>			
	Retail stores <sup>2</sup> -----	-10.6	(D)	53.5
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	15.0	25.3
525 52 ex. 525	Hardware stores -----	(D)	(D)	68.9
	Other -----	(D)	(D)	19.8
53	General merchandise group stores -----	-13.9	(D)	43.3
531	Department stores <sup>3</sup> -----	-15.5	(D)	47.6
533	Variety stores -----	17.7	(D)	-31.2
539	Miscellaneous general merchandise stores-----	-8.9	(D)	140.8
54	Food stores <sup>4</sup> -----	(D)	48.3	66.1
541	Grocery stores -----	(NA)	49.1	67.2
55 ex. 554	Automotive dealers -----	-16.4	39.4	50.6
554	Gasoline service stations -----	(D)	(D)	70.8
56	Apparel and accessory stores -----	-19.1	18.2	35.3
561	Men's and boys' clothing and furnishings stores -----	-44.2	(D)	18.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	7.1	(D)	64.3
562	Women's ready-to-wear stores -----	(D)	48.7	71.5
565	Family clothing stores -----	-27.1	-24.3	-15.2
566	Shoe stores -----	(D)	(D)	50.6
564, 9	Other apparel and accessory stores -----	(D)	98.1	109.1
57	Furniture, home furnishings, and equipment stores-----	-2.5	35.9	38.3
5712	Furniture stores -----	-7.8	(D)	43.8
5713, 4, 9	Home furnishings stores -----	22.1	(D)	62.5
572, 3	Household appliance, radio, television, and music stores-----	29.1	(D)	22.7
58	Eating and drinking places-----	10.0	52.2	76.5
5812	Eating places -----	38.2	(D)	78.5
5813	Drinking places (alcoholic beverages) -----	-61.4	(D)	55.0
591	Drug and proprietary stores -----	(D)	(D)	29.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	-4.4	(D)	64.2
592	Liquor stores -----	67.8	25.2	47.7
594	Miscellaneous shopping goods stores -----	0.6	10.6	32.7
5992	Florists -----	-61.8	13.7	19.0

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Jacksonville</b>					
	Retail stores <sup>1</sup> -----	(D)	4.2	100.0	100.0	100.0
52	Building material, hardware, garden supply, and mobile home dealers -----	-	-	-	(D)	4.4
525	Hardware stores -----	(D)	-	-	0.5	0.7
52 ex. 525	Other -----	(D)	-	-	4.0	3.8
53	General merchandise group stores -----	(D)	17.0	48.9	11.8	12.1
531	Department stores <sup>2</sup> -----	(D)	19.2	45.2	9.7	9.9
533	Variety stores -----	24.8	(D)	(D)	0.7	0.8
539	Miscellaneous general merchandise stores -----	1.8	(D)	(D)	1.4	1.4
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	(D)	20.9
541	Grocery stores -----	(D)	(D)	(D)	(D)	19.6
55 ex. 554	Automotive dealers -----	0.3	0.3	1.7	(D)	25.3
554	Gasoline service stations -----	(D)	0.3	0.7	8.0	9.1
56	Apparel and accessory stores -----	19.4	15.9	15.4	(D)	4.1
561	Men's and boys' clothing and furnishings stores -----	(D)	16.5	2.8	0.7	0.7
562, 3, 8	Women's clothing and specialty stores and fitters -----	(D)	14.5	6.4	1.9	1.9
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	(D)	1.8
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.6
566	Shoe stores -----	(D)	8.8	1.6	0.8	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	13.6	12.2	11.7	(D)	4.0
5712	Furniture stores -----	(D)	20.4	9.4	2.3	1.9
5713, 4, 9	Home furnishings stores -----	2.9	(D)	(D)	0.8	0.7
572, 3	Household appliance, radio, television, and music stores -----	6.6	(D)	(D)	1.5	1.4
58	Eating and drinking places -----	4.4	3.3	6.4	(D)	8.1
5812	Eating places -----	4.3	(D)	(D)	7.1	7.5
5813	Drinking places (alcoholic beverages) -----	6.3	(D)	(D)	0.5	0.6
591	Drug and proprietary stores -----	2.7	(D)	(D)	4.2	4.0
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	5.2	9.8	8.0	8.0
592	Liquor stores -----	2.5	1.9	1.0	(D)	2.3
594	Miscellaneous shopping goods stores -----	18.5	14.1	7.4	(D)	2.2
5992	Florists -----	(D)	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## LAKELAND-WINTER HAVEN

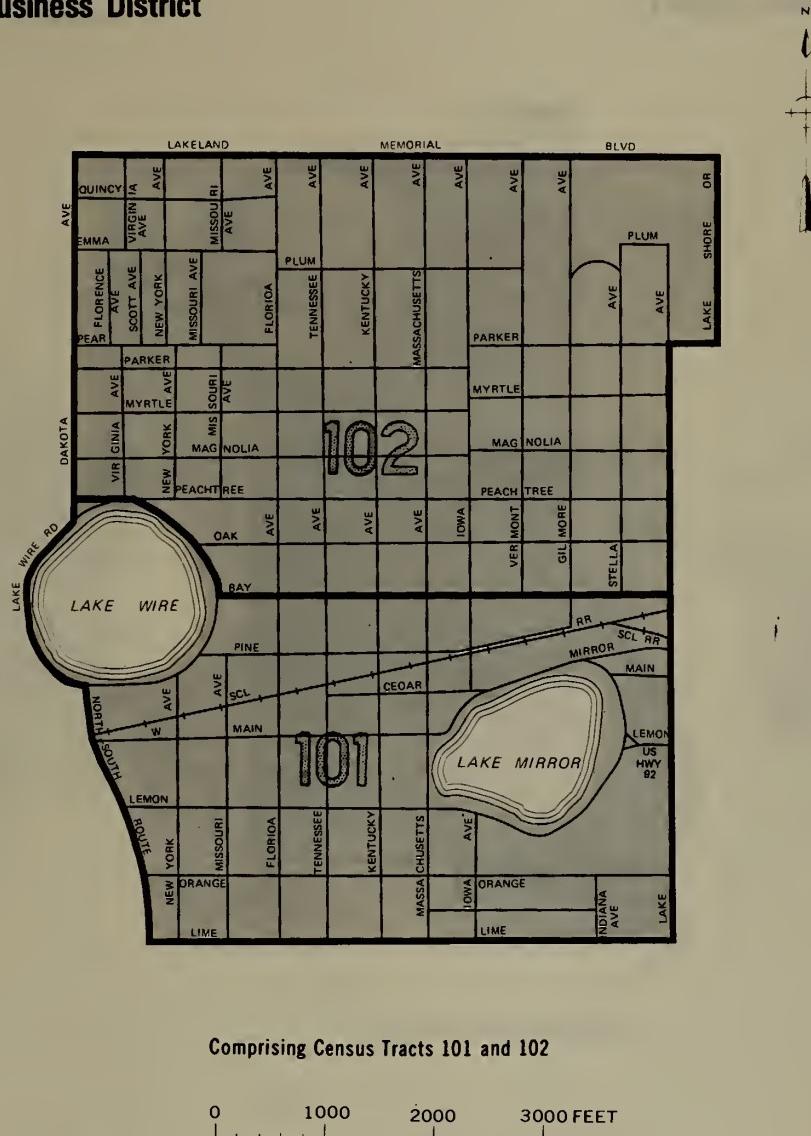
**Standard Metropolitan Statistical Area**



0      10      20      30      40 MILES

# LAKELAND-WINTER HAVEN

## Lakeland Central Business District

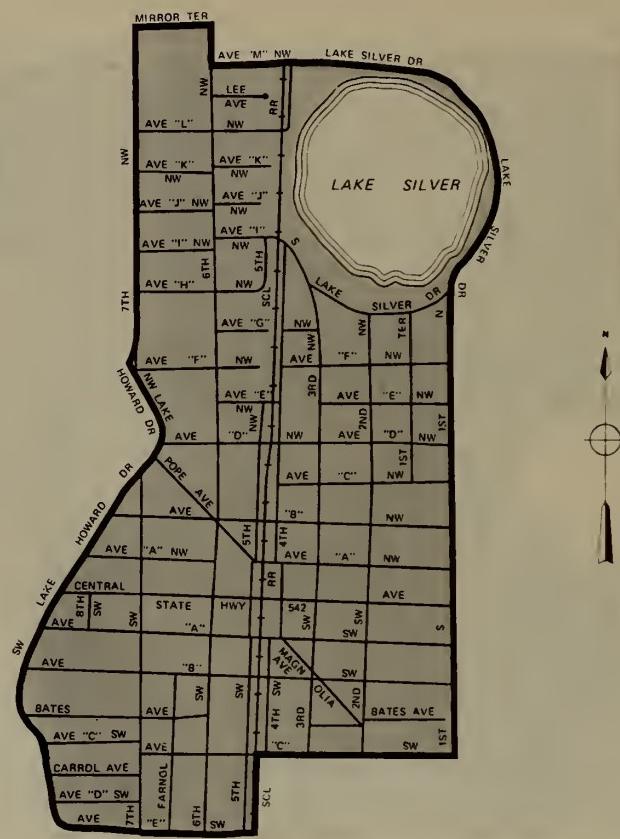


Comprising Census Tracts 101 and 102

0      1000      2000      3000 FEET

# LAKELAND-WINTER HAVEN

## Winter Haven Central Business District

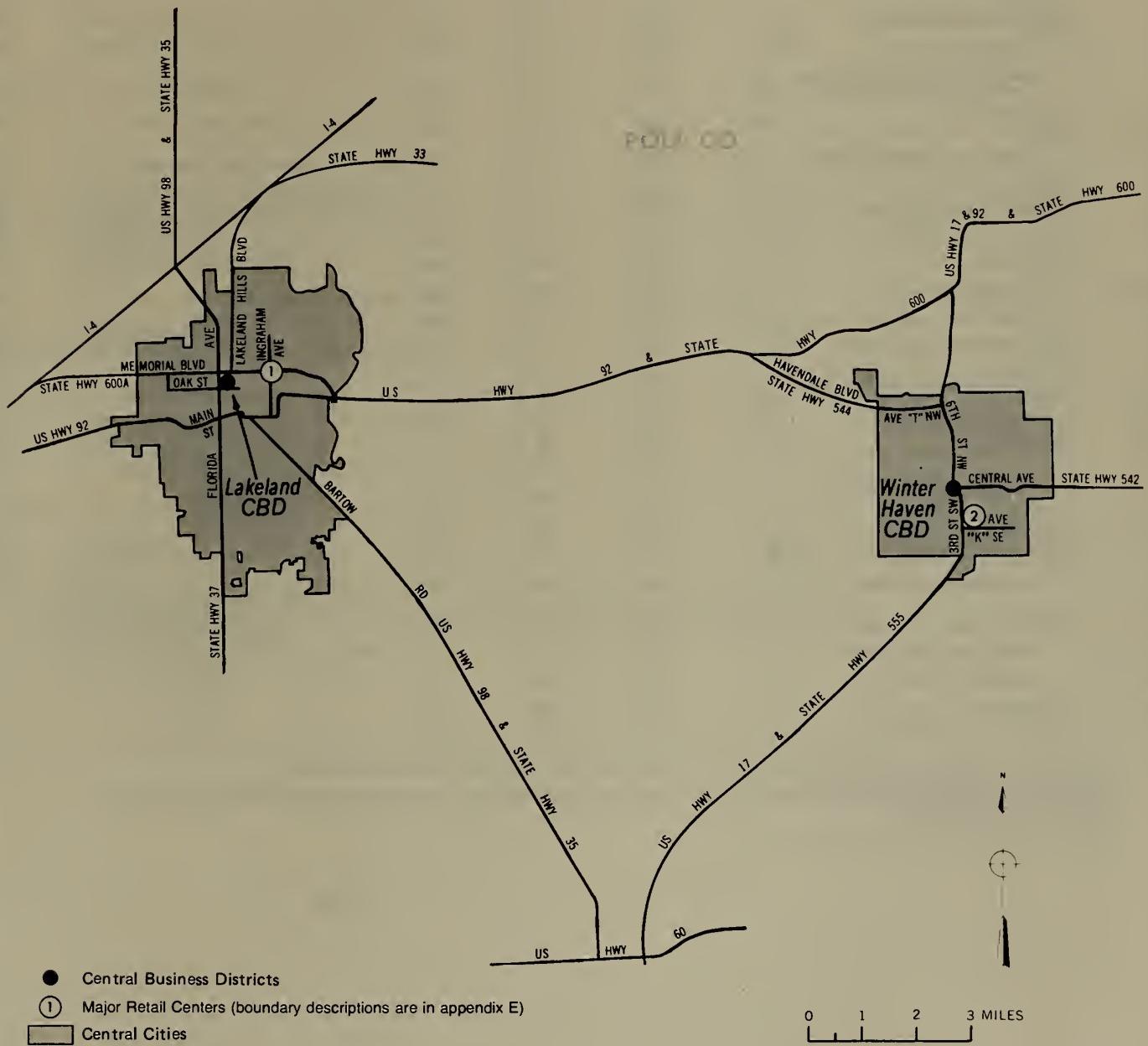


Comprising Census Tract 137.01

0      1000      2000      3000 FEET

## **LAKELAND-WINTER HAVEN**

## **Major Retail Centers**



- Central Business Districts
  - ① Major Retail Centers (boundary descriptions are in appendix E)
  - Central Cities

0      1      2      3 MILES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers	
			Lakeland	Winter Haven	Lakeland	Winter Haven	No. 1	No. 2
	Retail stores: <sup>1, 2</sup>							
	Number -----	2 599	893	541	122	95	73	45
	Sales (\$1,000) -----	988 904	410 793	(D)	44 101	28 595	68 721	34 363
	Payroll entire year (\$1,000) -----	111 387	47 885	24 719	5 991	3 497	9 966	4 747
	Paid employees for week including March 12 -----	18 411	7 555	4 040	991	595	1 493	698
54, 58, 591	Convenience goods stores:							
	Number -----	838	244	181	26	21	16	8
	Sales (\$1,000) -----	347 696	(D)	(D)	7 031	10 665	16 903	10 527
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>							
	Number -----	639	256	159	53	40	47	32
	Sales (\$1,000) -----	219 708	115 911	54 508	20 312	7 446	50 432	22 981
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	1 122	393	201	43	34	10	5
	Sales (\$1,000) -----	421 500	(D)	(D)	16 758	10 484	1 386	855
	<b>Number of Establishments</b>							
	Retail stores: <sup>1, 2</sup> -----	2 599	893	541	122	95	73	45
52	Building materials, hardware, garden supply, and mobile home dealers -----	157	53	32	3	8	2	-
525	Hardware stores -----	31	8	8	1	1	1	-
52 ex. 525	Other -----	126	45	24	2	7	1	-
53	General merchandise group stores -----	72	21	12	6	1	4	3
531	Department stores <sup>4</sup> -----	13	7	4	1	-	3	2
533	Variety stores -----	23	6	4	3	-	1	1
539	Miscellaneous general merchandise stores -----	36	8	4	2	1	-	-
54	Food stores <sup>5</sup> -----	405	108	79	5	9	7	4
541	Grocery stores -----	304	72	54	2	4	2	3
55 ex. 554	Automotive dealers -----	255	89	51	9	7	1	2
554	Gasoline service stations -----	305	80	44	9	8	3	-
56	Apparel and accessory stores -----	158	66	44	21	11	23	18
561	Men's and boys' clothing and furnishings stores -----	28	9	11	4	2	5	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	58	21	19	7	6	8	7
562	Women's ready-to-wear stores -----	51	19	14	6	5	8	5
565	Family clothing stores -----	22	6	4	1	1	1	-
566	Shoe stores -----	36	22	7	7	1	7	4
564, 9	Other apparel and accessory stores -----	14	8	3	2	1	2	2
57	Furniture, home furnishings, and equipment stores -----	202	84	47	8	16	7	2
5712	Furniture stores -----	55	20	12	3	1	-	-
5713, 4, 9	Home furnishings stores -----	72	32	18	2	7	-	-
572, 3	Household appliance, radio, television, and music stores -----	75	32	17	3	8	7	2
58	Eating and drinking places -----	374	119	88	19	9	7	3
5812	Eating places -----	305	98	78	15	6	7	3
5813	Drinking places (alcoholic beverages) -----	69	21	10	4	3	-	-
591	Drug and proprietary stores -----	59	17	14	2	3	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	612	256	130	40	23	17	12
592	Liquor stores -----	60	25	11	1	2	-	-
594	Miscellaneous shopping goods stores -----	207	85	56	18	12	13	9
5992	Florists -----	57	19	7	3	-	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Salas <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lakeland CBD</b>					
	<b>Retail stores<sup>2</sup></b>	122	44 101	5 991	1 518	991
52	Building materials, hardware, garden supply, and mobile home dealers	3	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	3	796	170	60	48
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	5	(D)	(D)	(D)	(D)
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	9	8 248	805	197	73
554	<b>Gasoline service stations</b>	9	2 450	136	38	26
56	<b>Apparel and accessory stores</b>	21	4 710	771	173	131
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furs	7	1 665	246	48	51
562	Women's ready-to-wear stores	6	(D)	(D)	(D)	(D)
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	7	1 394	242	59	45
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	8	6 522	834	214	93
5712	Furniture stores	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	3	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	19	4 575	1 207	340	304
5812	Eating places	15	4 429	1 192	334	299
5813	Drinking places (alcoholic beverages)	4	146	15	6	5
591	<b>Drug and proprietary stores</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	40	(D)	(D)	(D)	(D)
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	18	(D)	(D)	(D)	(D)
5992	Florists	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lakeland</b>					
	Retail stores <sup>2</sup> -----	893	410 793	47 885	11 920	7 555
52	Building materials, hardware, garden supply, and mobile home dealers -----	53	22 384	2 314	533	259
525	Hardware stores -----	8	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	45	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	21	89 272	9 795	2 374	1 519
531	Department stores <sup>3</sup> -----	7	64 374	9 248	2 220	1 392
533	Variety stores -----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	108	89 983	7 276	1 941	1 230
541	Grocery stores -----	72	86 113	6 599	1 746	1 096
55 ex. 554	Automotive dealers -----	89	92 758	8 838	2 204	747
554	Gasoline service stations -----	80	26 228	1 509	376	278
56	Apparel and accessory stores -----	66	18 623	2 867	694	467
561	Men's and boys' clothing and furnishings stores -----	9	2 807	516	119	68
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	(D)	805	169	126
562	Women's ready-to-wear stores -----	19	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	22	(D)	554	142	101
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	84	17 982	2 315	575	281
5712	Furniture stores -----	20	4 225	526	116	65
5713, 4, 9	Home furnishings stores -----	32	3 422	466	102	65
572, 3	Household appliance, radio, television, and music stores -----	32	10 335	1 323	357	151
58	Eating and drinking places -----	119	31 094	7 787	1 958	1 955
5812	Eating places -----	98	29 291	7 523	1 892	1 891
5813	Drinking places (alcoholic beverages) -----	21	1 803	264	66	64
591	Drug and proprietary stores -----	17	(D)	1 669	402	226
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	256	(D)	3 515	863	593
592	Liquor stores -----	25	8 145	700	178	121
594	Miscellaneous shopping goods stores -----	85	10 034	1 291	320	253
5992	Florists -----	19	1 328	288	52	57

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Winter Haven</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>541</b>	<b>(D)</b>	<b>24 719</b>	<b>6 379</b>	<b>4 040</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>32</b>	<b>19 011</b>	<b>2 007</b>	<b>579</b>	<b>234</b>
525	Hardware stores -----	8	1 256	182	44	31
52 ex. 525	Other -----	24	17 755	1 825	535	203
53	<b>General merchandise group stores -----</b>	<b>12</b>	<b>(D)</b>	<b>3 686</b>	<b>845</b>	<b>515</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	61	14	11
54	<b>Food stores<sup>4</sup>-----</b>	<b>79</b>	<b>46 961</b>	<b>3 700</b>	<b>1 132</b>	<b>721</b>
541	Grocery stores -----	54	(D)	3 516	1 085	681
55 ex. 554	<b>Automotive dealers -----</b>	<b>51</b>	<b>39 946</b>	<b>3 879</b>	<b>965</b>	<b>318</b>
554	<b>Gasoline service stations -----</b>	<b>44</b>	<b>9 774</b>	<b>689</b>	<b>185</b>	<b>134</b>
56	<b>Apparel and accessory stores -----</b>	<b>44</b>	<b>(D)</b>	<b>1 979</b>	<b>474</b>	<b>374</b>
561	Men's and boys' clothing and furnishings stores -----	11	2 224	327	79	56
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	(D)	564	107	132
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	204	56	34
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>47</b>	<b>7 101</b>	<b>1 101</b>	<b>266</b>	<b>137</b>
5712	Furniture stores -----	12	2 393	392	103	57
5713, 4, 9	Home furnishings stores -----	18	1 623	247	61	32
572, 3	Household appliance, radio, television, and music stores -----	17	3 085	462	102	48
58	<b>Eating and drinking places-----</b>	<b>88</b>	<b>17 832</b>	<b>5 266</b>	<b>1 336</b>	<b>1 203</b>
5812	Eating places -----	78	(D)	5 197	1 317	1 190
5813	Drinking places (alcoholic beverages) -----	10	(D)	69	19	13
591	<b>Drug and proprietary stores -----</b>	<b>14</b>	<b>(D)</b>	<b>967</b>	<b>236</b>	<b>144</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>130</b>	<b>(D)</b>	<b>1 445</b>	<b>361</b>	<b>260</b>
592	Liquor stores -----	11	(D)	235	62	45
594	Miscellaneous shopping goods stores -----	56	5 803	742	194	141
5992	Florists -----	7	(D)	111	30	21

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Lakeland-Winter Haven, Fla., SMSA</b>						
	Retail stores <sup>2</sup> -----	2 599	988 904	111 387	28 084	18 411
52	Building materials, hardware, garden supply, and mobile home dealers -----	157	72 714	7 370	1 764	826
525	Hardware stores -----	31	5 925	872	203	127
52 ex. 525	Other -----	126	66 789	6 498	1 561	699
53	General merchandise group stores -----	72	117 938	16 008	3 809	2 495
531	Department stores <sup>3</sup> -----	13	95 137	13 188	3 075	1 914
533	Variety stores-----	23	(D)	1 874	489	414
539	Miscellaneous general merchandise stores-----	36	(D)	946	245	167
54	Food stores <sup>4</sup> -----	405	235 670	19 176	5 290	3 653
541	Grocery stores-----	304	226 161	17 775	4 900	3 359
55 ex. 554	Automotive dealers -----	255	222 164	20 615	5 106	1 835
554	Gasoline service stations-----	305	80 604	5 168	1 318	928
56	Apparel and accessory stores-----	158	41 788	6 203	1 546	1 114
561	Men's and boys' clothing and furnishings stores -----	28	(D)	969	225	142
562, 3, 8	Women's clothing and specialty stores and fitters -----	58	12 877	1 845	424	383
562	Women's ready-to-wear stores -----	51	(D)	1 781	408	367
565	Family clothing stores -----	22	15 487	2 246	609	392
566	Shoe stores -----	36	(D)	842	219	146
564, 9	Other apparel and accessory stores -----	14	(D)	301	69	51
57	Furniture, home furnishings, and equipment stores-----	202	39 801	5 495	1 342	672
5712	Furniture stores -----	55	16 005	2 208	521	265
5713, 4, 9	Home furnishings stores -----	72	7 066	958	227	139
572, 3	Household appliance, radio, television, and music stores -----	75	16 730	2 329	594	268
58	Eating and drinking places-----	374	76 037	19 135	4 927	4 966
5812	Eating places -----	305	71 650	18 569	4 778	4 821
5813	Drinking places (alcoholic beverages) -----	69	4 387	566	149	145
591	Drug and proprietary stores -----	59	35 989	4 561	1 104	629
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	612	66 199	7 656	1 878	1 293
592	Liquor stores -----	60	19 523	1 666	416	279
594	Miscellaneous shopping goods stores -----	207	20 181	2 541	653	511
5992	Florists -----	57	3 016	585	130	133

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Lakeland-Winter Haven SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Lakeland</b>			
	Retail stores <sup>3</sup> -----	(NA)	64.1	64.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	54.4	32.4
525	Hardware stores -----	(NA)	(D)	37.7
52 ex. 525	Other -----	(NA)	52.6	31.9
53	General merchandise group stores -----	(NA)	39.0	60.9
531	Department stores <sup>4</sup> -----	(NA)	41.1	65.0
533	Variety stores -----	(NA)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(NA)	(D)	(D)
54	Food stores <sup>5</sup> -----	(NA)	69.4	74.1
541	Grocery stores -----	(NA)	67.2	72.1
55 ex. 554	Automotive dealers -----	(NA)	63.2	59.6
554	Gasoline service stations -----	(NA)	98.6	81.6
56	Apparel and accessory stores -----	(NA)	29.8	39.6
561	Men's and boys' clothing and furnishings stores -----	(NA)	-6.6	16.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	42.6
562	Women's ready-to-wear stores -----	(NA)	18.2	(D)
565	Family clothing stores -----	(NA)	(D)	56.3
566	Shoe stores -----	(NA)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(NA)	(D)	59.8
57	Furniture, home furnishings, and equipment stores -----	(NA)	57.3	31.1
5712	Furniture stores -----	(NA)	13.6	23.3
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	100.9
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	20.8
58	Eating and drinking places-----	(NA)	95.0	104.6
5812	Eating places -----	(NA)	97.8	109.9
5813	Drinking places (alcoholic beverages) -----	(NA)	58.7	44.9
591	Drug and proprietary stores -----	(NA)	(D)	74.8
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	78.3
592	Liquor stores -----	(NA)	(D)	(D)
594	Miscellaneous shopping goods stores -----	(NA)	99.2	49.6
5992	Florists -----	(NA)	(D)	73.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Lakeland</b>					
52	Retail stores <sup>1</sup> -----	10.7	4.5	100.0	100.0	100.0
525	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.4	7.4
52 ex. 525	Hardware stores -----	(D)	(D)	(D)	(D)	0.6
	Other -----	18.8	(D)	(D)	(D)	6.8
53	General merchandise group stores -----	(D)	(D)	(D)	16.9	11.9
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	15.7	9.6
533	Variety stores -----	(D)	(D)	1.8	(D)	(D)
539	Miscellaneous general merchandise stores -----	4.7	1.1	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	21.9	23.8
541	Grocery stores -----	(D)	(D)	(D)	21.0	22.9
55 ex. 554	Automotive dealers -----	8.9	3.7	18.7	22.6	22.5
554	Gasoline service stations -----	9.3	3.0	5.6	6.4	8.2
56	Apparel and accessory stores -----	25.3	11.3	10.7	4.5	4.2
561	Men's and boys' clothing and furnishings stores -----	(D)	21.9	(D)	0.7	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	12.9	3.8	(D)	1.3
562	Women's ready-to-wear stores -----	33.8	12.8	(D)	(D)	(D)
565	Family clothing stores -----	(D)	(D)	(D)	(D)	1.6
566	Shoe stores -----	(D)	(D)	3.2	(D)	(D)
564, 9	Other apparel and accessory stores -----	8.4	5.1	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	36.3	16.4	14.8	4.4	4.0
5712	Furniture stores -----	(D)	(D)	(D)	1.0	1.6
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.8	0.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.5	1.7
58	Eating and drinking places -----	14.7	6.0	10.4	7.6	7.7
5812	Eating places -----	15.1	6.2	10.0	7.1	7.2
5813	Drinking places (alcoholic beverages) -----	8.1	3.3	0.3	0.4	0.4
591	Drug and proprietary stores -----	5.2	(D)	(D)	(D)	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	15.0	(D)	(D)	(D)	6.7
592	Liquor stores -----	(D)	(D)	(D)	2.0	2.0
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.4	2.0
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

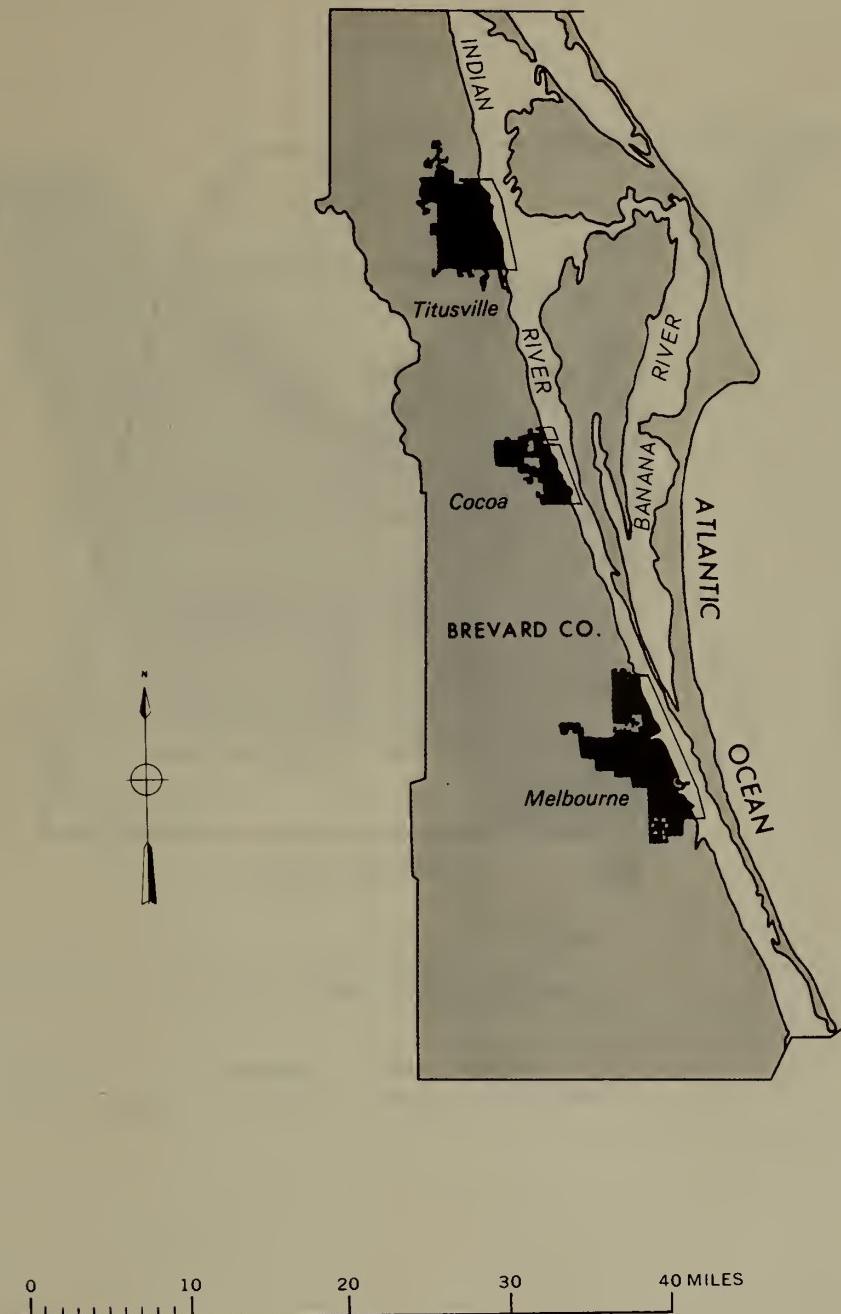
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# MELBOURNE-TITUSVILLE-COCOA

## Standard Metropolitan Statistical Area



# MELBOURNE-TITUSVILLE-COCOA

## Titusville Central Business District



# MELBOURNE-TITUSVILLE-COCOA

## Cocoa

### Central Business District



Comprising Census Tract 627

0      1000      2000      3000 FEET

## MELBOURNE-TITUSVILLE-COCOA

### Melbourne

#### Major Retail Center



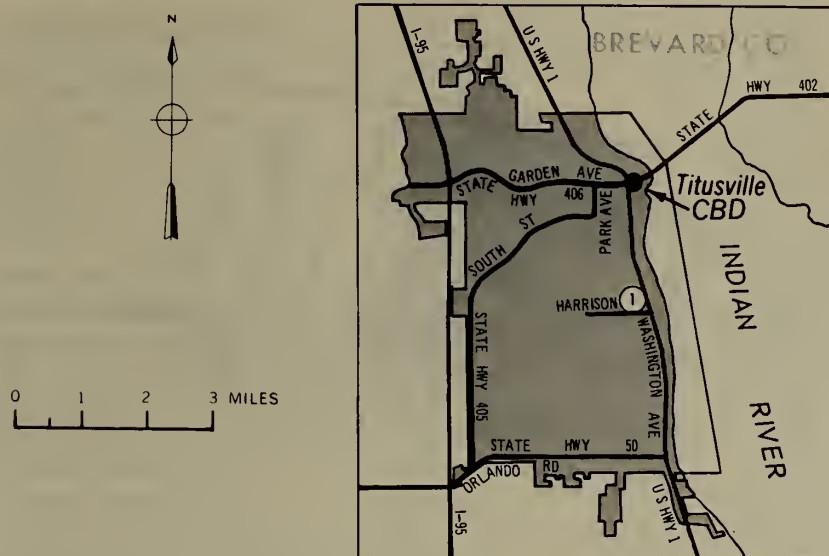
Nos. 2-5 and 7-9 Unassigned

- (1) Major Retail Center (boundary description is in appendix E)
- Central City

# MELBOURNE-TITUSVILLE-COCOA

## Titusville

**Major Retail Center**



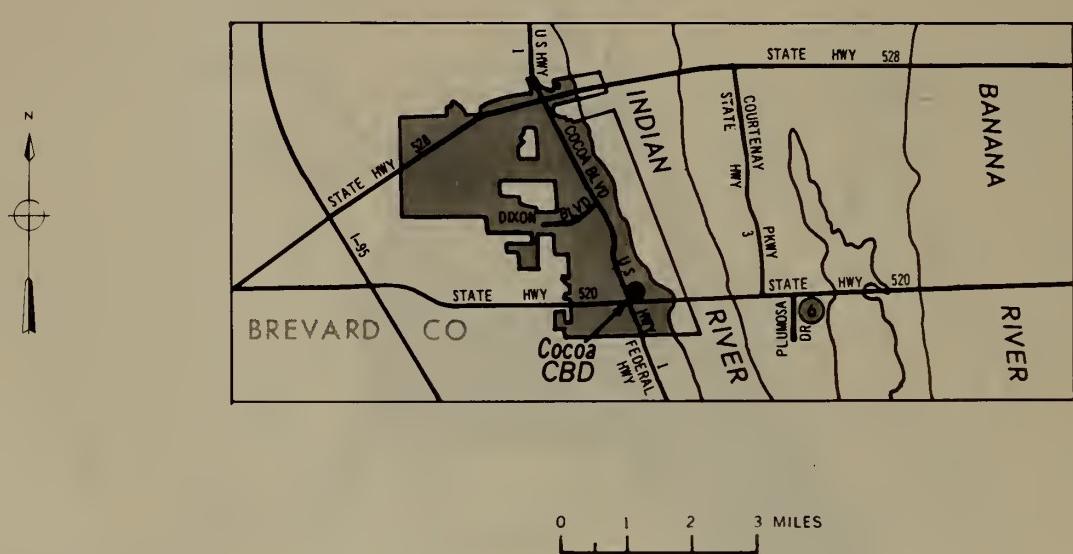
Nos. 2-5 and 7-9 Unassigned

- Central Business District
- (1) Major Retail Center (boundary description is in appendix E)
- Central City

# MELBOURNE-TITUSVILLE-COCOA

## Cocoa

### Major Retail Center



Nos. 2-5 and 7-9 Unassigned

- Central Business District
- (1) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			Titusville	Cocoa	Titusville	Cocoa	No. 1	No. 6	No. 10
	<b>Retail stores:<sup>1, 2</sup></b>								
	Number -----	2 177	310	292	33	60	44	65	30
	Sales (\$1,000) -----	809 750	(D)	89 439	12 788	10 556	15 985	40 465	21 613
	Payroll entire year (\$1,000) -----	92 258	13 147	9 649	1 682	1 122	2 295	5 795	2 340
	Paid employees for week including March 12 -----	14 751	2 153	1 519	247	144	435	1 024	355
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	668	100	85	10	9	11	10	8
	Sales (\$1,000) -----	287 847	42 036	32 687	1 929	899	5 606	8 863	10 024
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	641	92	76	7	22	26	52	16
	Sales (\$1,000) -----	201 592	27 423	(D)	495	1 263	9 725	31 241	4 791
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	868	118	131	16	29	7	3	6
	Sales (\$1,000) -----	320 311	(D)	(D)	10 364	8 394	654	361	6 798
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1, 2</sup></b> -----	2 177	310	292	33	60	44	65	30
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	123	12	17	3	3	1	-	-
525	Hardware stores -----	28	3	3	2	-	-	-	-
52 ex. 525	Other -----	95	9	14	1	3	1	-	-
53	<b>General merchandise group stores</b> -----	66	12	6	-	1	3	4	3
531	Department stores <sup>4</sup> -----	18	4	2	-	-	2	3	1
533	Variety stores -----	19	3	2	-	-	1	1	1
539	Miscellaneous general merchandise stores -----	29	5	2	-	1	-	-	1
54	<b>Food stores<sup>5</sup></b> -----	256	40	39	1	5	5	6	2
541	Grocery stores -----	168	25	25	1	3	1	2	1
55 ex. 554	<b>Automotive dealers</b> -----	200	29	30	3	10	2	-	2
554	<b>Gasoline service stations</b> -----	233	32	29	4	2	-	-	-
56	<b>Apparel and accessory stores</b> -----	130	20	11	-	3	9	25	4
561	Men's and boys' clothing and furnishings stores -----	19	3	2	-	-	1	3	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	51	7	4	-	1	5	11	1
562	Women's ready-to-wear stores -----	46	7	4	-	1	5	10	1
565	Family clothing stores -----	21	2	3	-	1	-	1	-
566	Shoe stores -----	24	4	1	-	-	3	8	-
564, 9	Other apparel and accessory stores -----	15	4	1	-	1	-	2	1
57	<b>Furniture, home furnishings, and equipment stores<sup>6</sup></b> -----	168	21	24	2	5	6	5	3
5712	Furniture stores -----	48	3	8	2	1	-	-	-
5713, 4, 9	Home furnishings stores -----	42	5	9	-	4	1	-	1
572, 3	Household appliance, radio, television, and music stores -----	78	13	7	-	-	5	5	2
58	<b>Eating and drinking places</b> -----	372	52	41	9	4	5	3	5
5812	Eating places -----	291	42	36	7	4	5	3	4
5813	Drinking places (alcoholic beverages) -----	81	10	5	2	-	-	-	1
591	<b>Drug and proprietary stores</b> -----	40	8	5	-	-	1	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	589	84	90	11	27	12	21	10
592	Liquor stores -----	38	4	7	-	1	-	-	1
594	Miscellaneous shopping goods stores -----	277	39	35	5	13	8	18	6
5992	Florists -----	34	5	3	1	1	1	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

Table 2 omitted for this SMSA because  
there were no major retail centers or  
central business districts with 100  
retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Titusville</b>					
	Retail stores <sup>2</sup> -----	310	(D)	13 147	3 186	2 153
52	Building materials, hardware, garden supply, and mobile home dealers -----	12	4 781	624	140	65
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	9	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	20 174	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	4	15 647	2 335	578	356
533	Variety stores-----	3	(D)	217	61	53
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	40	25 853	2 309	592	343
541	Grocery stores-----	25	24 948	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	29	25 074	2 354	544	221
554	Gasoline service stations -----	32	8 889	489	165	107
56	Apparel and accessory stores-----	20	2 045	330	73	63
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 024	137	28	34
562	Women's ready-to-wear stores -----	7	1 024	137	28	34
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	543	121	29	18
564, 9	Other apparel and accessory stores -----	4	63	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	21	2 379	348	67	49
5712	Furniture stores -----	3	236	48	13	8
5713, 4, 9	Home furnishings stores -----	5	420	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	13	1 723	(D)	(D)	(D)
58	Eating and drinking places-----	52	10 597	2 576	593	610
5812	Eating places -----	42	9 581	2 494	568	584
5813	Drinking places (alcoholic beverages)-----	10	1 016	82	25	26
591	Drug and proprietary stores -----	8	5 586	700	169	94
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	84	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	39	2 825	323	74	75
5992	Florists -----	5	398	95	23	19

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Cocoa</b>					
	Retail stores <sup>2</sup> -----	292	89 439	9 649	2 396	1 519
52	Building materials, hardware, garden supply, and mobile home dealers -----	17	7 766	604	147	80
525	Hardware stores -----	3	(D)	-	-	-
52 ex. 525	Other -----	14	(D)	604	147	80
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	39	25 189	2 097	531	276
541	Grocery stores -----	25	24 211	1 984	506	251
55 ex. 554	Automotive dealers -----	30	13 199	1 347	295	132
554	Gasoline service stations -----	29	7 880	676	191	136
56	Apparel and accessory stores -----	11	1 126	125	31	23
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	219	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	-	-	-
57	Furniture, home furnishings, and equipment stores-----	24	6 339	650	167	77
5712	Furniture stores -----	8	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	9	1 198	88	21	15
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	41	4 809	1 047	273	294
5812	Eating places -----	36	4 446	992	253	277
5813	Drinking places (alcoholic beverages) -----	5	363	(D)	(D)	(D)
591	Drug and proprietary stores -----	5	2 689	393	96	50
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	90	(D)	(D)	(D)	(D)
592	Liquor stores -----	7	2 984	199	37	29
594	Miscellaneous shopping goods stores -----	35	3 775	343	76	54
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Melbourne-Titusville-Cocoa, Fla., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	<b>2 177</b>	<b>809 750</b>	<b>92 258</b>	<b>22 234</b>	<b>14 751</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	123	45 397	5 121	1 119	541
525	Hardware stores	28	(D)	446	102	63
52 ex. 525	Other	95	(D)	4 675	1 017	478
53	<b>General merchandise group stores</b>	<b>66</b>	<b>127 627</b>	<b>18 002</b>	<b>4 454</b>	<b>2 845</b>
531	Department stores <sup>3</sup>	18	110 538	15 961	3 920	2 389
533	Variety stores	19	8 239	1 319	358	307
539	Miscellaneous general merchandise stores	29	8 850	722	176	149
54	<b>Food stores<sup>4</sup></b>	<b>256</b>	<b>180 523</b>	<b>15 450</b>	<b>3 871</b>	<b>2 196</b>
541	Grocery stores	168	172 487	14 201	3 549	1 913
55 ex. 554	<b>Automotive dealers</b>	<b>200</b>	<b>177 413</b>	<b>15 550</b>	<b>3 674</b>	<b>1 402</b>
554	<b>Gasoline service stations</b>	<b>233</b>	<b>88 310</b>	<b>4 291</b>	<b>1 161</b>	<b>796</b>
56	<b>Apparel and accessory stores</b>	<b>130</b>	<b>17 853</b>	<b>2 539</b>	<b>608</b>	<b>453</b>
561	Men's and boys' clothing and furnishings stores	19	2 929	416	83	54
562, 3, 8	Women's clothing and specialty stores and furriers	51	6 846	852	215	194
562	Women's ready-to-wear stores	46	6 634	(D)	(D)	(D)
565	Family clothing stores	21	3 706	590	143	94
566	Shoe stores	24	(D)	625	151	100
564, 9	Other apparel and accessory stores	15	(D)	56	16	11
57	<b>Furniture, home furnishings, and equipment stores</b>	<b>168</b>	<b>30 101</b>	<b>3 906</b>	<b>889</b>	<b>507</b>
5712	Furniture stores	48	11 784	1 316	317	175
5713, 4, 9	Home furnishings stores	42	4 594	608	126	78
572, 3	Household appliance, radio, television, and music stores	78	13 723	1 982	446	254
58	<b>Eating and drinking places</b>	<b>372</b>	<b>75 674</b>	<b>17 573</b>	<b>4 103</b>	<b>4 434</b>
5812	Eating places	291	67 764	16 399	3 767	4 069
5813	Drinking places (alcoholic beverages)	61	7 910	1 174	336	365
591	<b>Drug and proprietary stores</b>	<b>40</b>	<b>31 650</b>	<b>3 875</b>	<b>928</b>	<b>542</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	<b>589</b>	<b>57 202</b>	<b>5 951</b>	<b>1 427</b>	<b>1 035</b>
592	Liquor stores	38	15 887	1 206	283	194
594	Miscellaneous shopping goods stores	277	26 011	2 813	669	544
5992	Florists	34	2 131	458	109	93

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Melbourne-Titusville SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

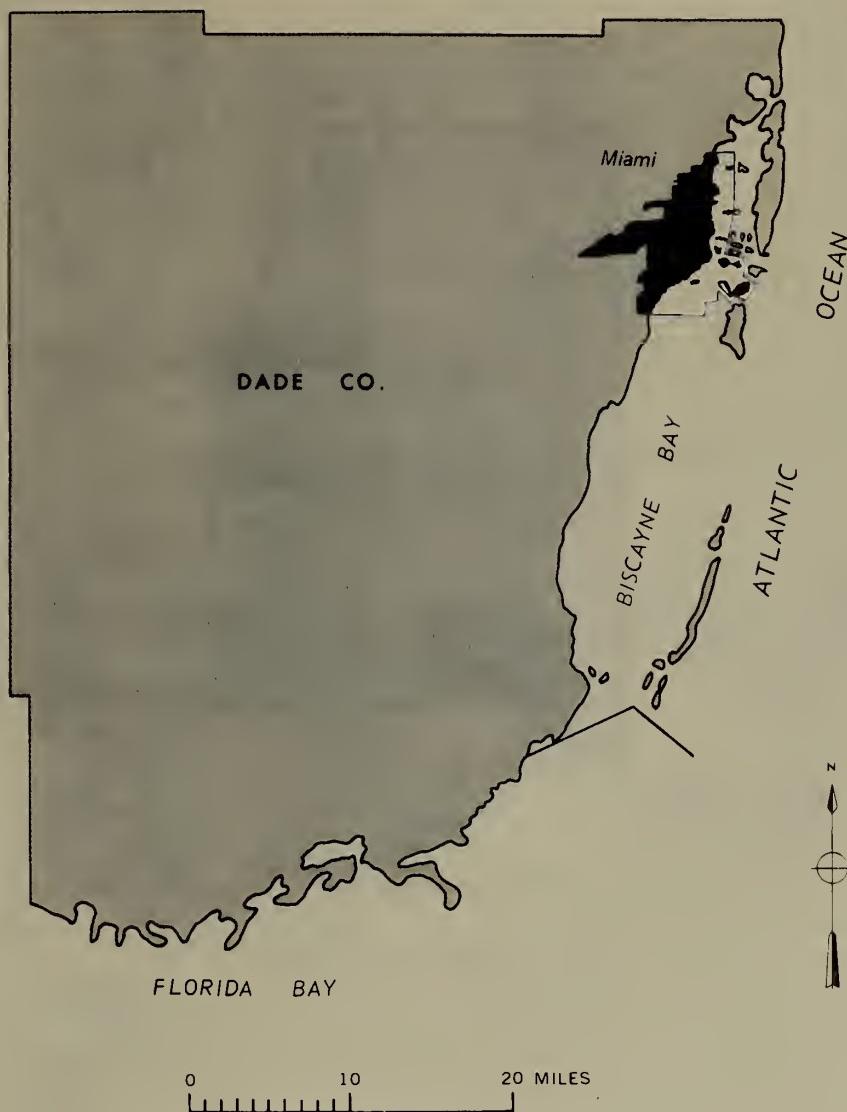
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Melbourne-Titusville SMSA in 1977

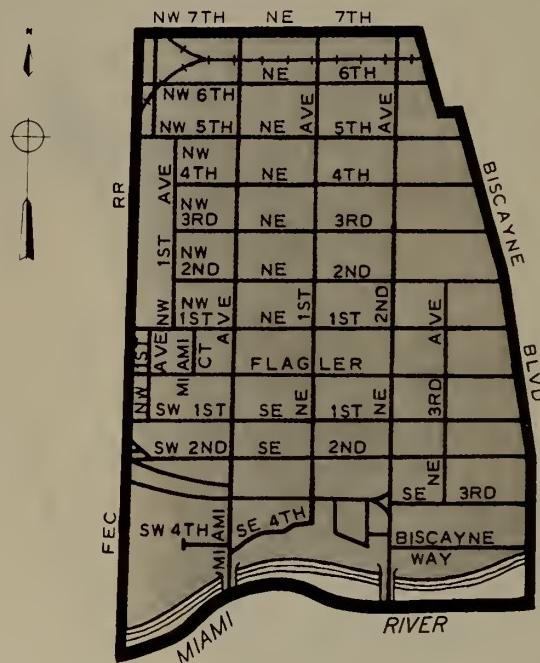
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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Melbourne-Titusville SMSA in 1977

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**MIAMI****Standard Metropolitan Statistical Area**

**MIAMI****Central Business District**

Comprising Census Tract 37.01

0 1000 2000 FEET

# MIAMI

## Major Retail Centers

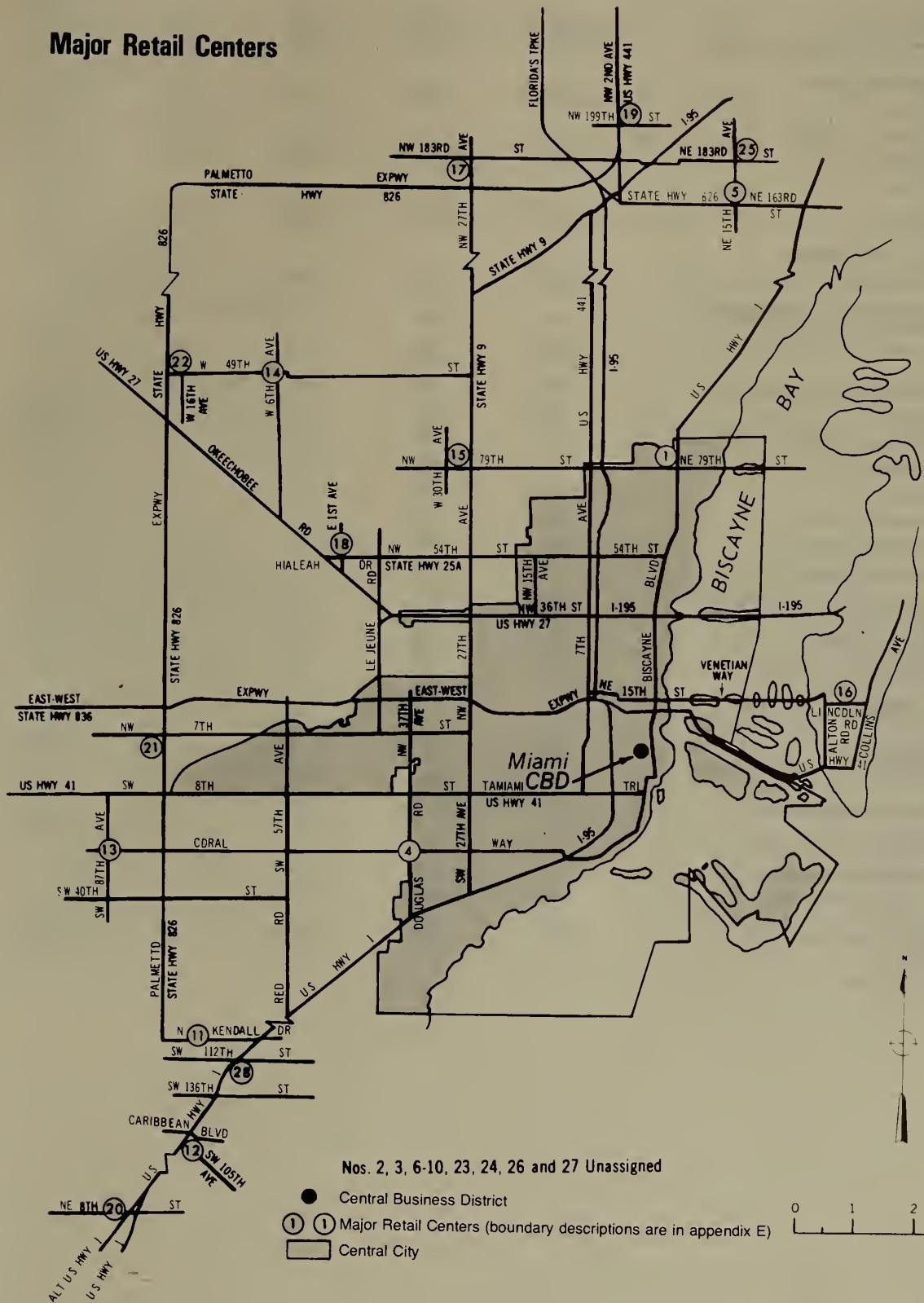


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]							
SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 4	No. 5
54, 58, 591	Retail stores: <sup>1, 2</sup>						
	Number	13 484	4 317	526	31	242	147
	Sales (\$1,000)	5 484 146	1 481 142	200 168	17 010	117 215	127 045
	Payroll entire year (\$1,000)	668 596	185 137	26 107	1 933	18 573	16 755
	Paid employees for week including March 12	109 274	26 110	3 850	323	2 363	5 096
53, 56, 57; 594	Convenience goods stores:						
	Number	4 648	1 558	116	11	37	31
	Sales (\$1,000)	1 906 562	472 721	32 310	11 909	20 509	24 111
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF): <sup>3</sup>						
	Number	4 615	1 445	367	16	176	94
	Sales (\$1,000)	1 702 311	488 701	160 058	4 705	91 144	91 112
52	All other stores:						
	Number	4 221	1 314	43	4	29	22
	Sales (\$1,000)	1 875 273	519 720	7 800	396	5 562	11 822
Number of Establishments							
52	Retail stores <sup>1, 2</sup>	13 484	4 317	526	31	242	147
	Building materials, hardware, garden supply, and mobile home dealers	567	189	-	-	-	1
525 52 ex. 525	Hardware stores	154	47	-	-	-	-
	Other	413	122	-	-	-	1
53	General merchandise group stores	322	98	22	1	5	9
531	Department stores <sup>4</sup>	65	14	3	-	2	5
533	Variety stores	85	28	6	2	1	1
539	Miscellaneous general merchandise stores	172	56	13	1	1	3
54	Food stores <sup>5</sup>	1 825	599	21	3	8	16
541	Grocery stores	1 076	382	11	1	3	4
55 ex. 554	Automotive dealers	790	272	-	1	2	4
554	Gasoline service stations	1 039	287	2	-	2	4
56	Apparel and accessory stores	1 673	515	175	7	102	52
561	Men's and boys' clothing and furnishings stores	291	87	43	1	24	12
562, 3, 8	Women's clothing and specialty stores and furriers	685	181	62	2	45	20
562	Women's ready-to-wear stores	553	156	56	2	36	17
565	Family clothing stores	181	65	13	1	4	2
566	Shoe stores	327	113	45	3	23	15
564, 9	Other apparel and accessory stores	189	69	12	-	6	3
57	Furniture, home furnishings, and equipment stores	1 106	372	28	4	23	16
5712 5713, 4, 9 572, 3	Furniture stores	318	125	4	2	5	1
	Home furnishings stores	366	124	6	1	10	7
	Household appliance, radio, television, and music stores	422	123	18	1	8	8
58	Eating and drinking places	2 396	818	87	6	25	12
5812	Eating places	2 030	675	73	4	24	11
5813	Drinking places (alcoholic beverages)	366	143	14	2	1	1
591	Drug and proprietary stores	427	141	8	2	4	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	3 339	1 046	183	7	71	30
592	Liquor stores	214	74	3	1	3	1
594	Miscellaneous shopping goods stores	1 514	460	142	4	46	17
5992	Florists	204	81	3	-	4	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17
	Retail stores: <sup>1,2</sup>							
	Number -----	122	73	111	78	47	221	24
	Sales (\$1,000) -----	229 702	75 263	73 154	72 632	38 633	60 772	16 437
	Payroll entire year (\$1,000) -----	25 426	10 081	7 942	8 423	6 247	10 481	2 385
	Paid employees for week including March 12 -----	8 005	1 529	1 356	1 399	855	2 540	550
54, 58, 591	Convenience goods stores:							
	Number -----	19	23	38	28	9	31	4
	Sales (\$1,000) -----	12 513	19 737	34 482	22 992	5 941	9 760	3 122
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>							
	Number -----	89	28	52	37	33	165	11
	Sales (\$1,000) -----	171 937	49 778	32 935	44 214	30 259	49 063	10 392
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	14	22	21	13	5	25	9
	Sales (\$1,000) -----	45 252	5 748	5 737	5 426	2 433	1 949	2 923
	Number of Establishments							
	Retail stores: <sup>1,2</sup> -----	122	73	111	78	47	221	24
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	1	2	2	-	-	2
525	Hardware stores -----	-	1	1	-	-	-	-
52 ex. 525	Other -----	-	-	1	2	-	-	2
53	General merchandise group stores -----	4	6	7	7	3	5	2
531	Department stores <sup>4</sup> -----	3	4	3	4	2	1	2
533	Variety stores -----	-	1	1	1	1	1	-
539	Miscellaneous general merchandise stores -----	1	1	3	2	-	3	-
54	Food stores <sup>5</sup> -----	7	7	17	10	3	7	1
541	Grocery stores -----	4	3	5	4	1	-	-
55 ex. 554	Automotive dealers -----	3	9	8	5	2	-	2
554	Gasoline service stations -----	2	4	6	1	1	-	3
56	Apparel and accessory stores -----	55	7	22	14	26	97	1
561	Men's and boys' clothing and furnishings stores -----	10	-	3	3	5	20	-
562, 3, 8	Women's clothing and specialty stores and furnishers -----	25	1	7	5	10	45	1
562	Women's ready-to-wear stores -----	20	1	5	4	10	35	1
565	Family clothing stores -----	6	1	3	1	1	2	-
566	Shoe stores -----	11	4	8	4	6	19	-
564, 9	Other apparel and accessory stores -----	3	1	1	1	4	11	-
57	Furniture, home furnishings, and equipment stores -----	9	7	6	6	1	13	4
5712	Furniture stores -----	-	2	3	-	-	3	2
5713, 4, 9	Home furnishings stores -----	2	1	-	1	-	4	-
572, 3	Household appliance, radio, television, and music stores -----	7	4	3	5	1	6	2
58	Eating and drinking places -----	10	13	16	15	4	18	3
5812	Eating places -----	9	12	16	15	4	18	2
5813	Drinking places (alcoholic beverages) -----	1	1	-	-	-	-	1
591	Drug and proprietary stores -----	2	3	5	3	2	6	-
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	30	16	22	15	5	75	6
592	Liquor stores -----	1	2	1	1	-	1	-
594	Miscellaneous shopping goods stores -----	21	8	17	10	3	50	4
5992	Florists -----	2	1	1	1	-	1	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 18	No. 19	No. 20	No. 21	No. 22	No. 25	No. 28
	Retail stores: <sup>1, 2</sup>							
	Number	29	23	29	71	85	42	51
	Sales (\$1,000)	13 468	22 283	18 024	45 177	93 980	23 611	27 986
	Payroll entire year (\$1,000)	1 427	2 563	2 005	5 774	13 405	2 940	3 431
	Paid employees for week including March 12	239	412	316	1 008	3 385	529	556
54, 58, 591	Convenience goods stores:							
	Number	5	13	6	11	11	14	12
	Sales (\$1,000)	8 144	14 884	10 165	11 109	4 044	8 696	15 329
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>							
	Number	18	6	16	55	70	23	29
	Sales (\$1,000)	4 570	5 159	5 854	33 615	89 008	13 768	10 643
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number	6	4	7	5	4	5	10
	Sales (\$1,000)	754	2 240	2 005	453	928	1 147	2 014
	Number of Establishments							
	Retail stores <sup>1, 2</sup>	29	23	29	71	85	42	51
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	1	-	-	1	2
525	Hardware stores	-	-	-	-	-	-	1
52 ex. 525	Other	-	-	1	-	-	1	1
53	General merchandise group stores	3	1	3	4	4	1	4
531	Department stores <sup>4</sup>	1	1	1	3	3	1	1
533	Variety stores	1	-	1	1	-	-	-
539	Miscellaneous general merchandise stores	1	-	1	-	1	-	2
54	Food stores <sup>5</sup>	1	4	2	2	3	5	4
541	Grocery stores	1	3	1	1	-	2	3
55 ex. 554	Automotive dealers	1	2	2	-	-	-	1
554	Gasoline service stations	2	1	1	-	-	2	4
56	Apparel and accessory stores	7	-	8	29	42	10	7
561	Men's and boys' clothing and furnishings stores	1	-	2	3	7	-	3
562, 3, 8	Women's clothing and specialty stores and furriers	2	-	5	10	19	9	3
562	Women's ready-to-wear stores	2	-	4	9	17	7	3
565	Family clothing stores	-	-	-	5	3	-	-
566	Shoe stores	2	-	1	8	10	1	1
564, 9	Other apparel and accessory stores	2	-	-	3	3	-	-
57	Furniture, home furnishings, and equipment stores	3	3	2	5	5	4	5
5712	Furniture stores	1	1	-	-	-	1	-
5713, 4, 9	Home furnishings stores	1	1	-	2	-	1	2
572, 3	Household appliance, radio, television, and music stores	1	1	2	3	5	2	3
58	Eating and drinking places	3	8	3	8	7	8	5
5812	Eating places	1	6	3	8	7	8	5
5813	Drinking places (alcoholic beverages)	2	2	-	-	-	-	-
591	Drug and proprietary stores	1	1	1	1	1	1	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	8	3	6	22	23	10	16
592	Liquor stores	-	1	1	-	-	-	-
594	Miscellaneous shopping goods stores	5	2	3	17	19	8	13
5992	Florists	-	-	1	-	1	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Miami CBD</b>					
	<b>Retail stores<sup>2</sup></b>	526	200 188	28 107	8 388	3 850
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	22	56 928	6 798	1 848	1 118
531	Department stores <sup>3</sup>	3	42 089	4 622	1 142	756
533	Variety stores	6	11 146	1 789	430	318
539	Miscellaneous general merchandise stores	13	3 691	387	76	44
54	<b>Food stores<sup>4</sup></b>	21	3 281	418	107	77
541	Grocery stores	11	2 106	208	57	38
55 ex. 554	<b>Automotive dealers</b>	-	-	-	-	-
554	<b>Gasoline service stations</b>	2	(D)	(D)	(D)	(D)
58	<b>Apparel and accessory stores</b>	175	58 442	7 746	1 779	984
561	Men's and boys' clothing and furnishings stores	43	12 970	2 035	447	210
562, 3, 8	Women's clothing and specialty stores and furriers	62	25 560	3 004	736	437
562	Women's ready-to-wear stores	56	23 801	2 659	646	385
565	Family clothing stores	13	3 987	559	133	80
566	Shoe stores	45	11 774	1 831	393	208
564, 9	Other apparel and accessory stores	12	2 151	317	70	49
57	<b>Furniture, home furnishings, and equipment stores</b>	28	15 914	1 190	280	132
5712	Furniture stores	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	18	12 648	827	174	88
58	<b>Eating and drinking places</b>	87	12 351	2 746	767	697
5812	Eating places	73	10 048	2 273	700	637
5813	Drinking places (alcoholic beverages)	14	2 303	473	67	60
591	<b>Drug and proprietary stores</b>	8	16 678	2 293	563	260
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	183	(D)	(D)	(D)	(D)
592	Liquor stores	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	142	30 776	3 746	946	422
5992	Florists	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	Retail stores <sup>2</sup> -----	242	117 215	18 573	4 332	2 363
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores-----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	102	27 444	5 155	1 208	629
561	Men's and boys' clothing and furnishings stores -----	24	6 092	1 382	350	147
562, 3, 8	Women's clothing and specialty stores and fitters -----	45	12 399	2 141	478	300
562	Women's ready-to-wear stores -----	36	9 828	1 617	372	250
565	Family clothing stores -----	4	1 448	267	75	30
566	Shoe stores -----	23	7 037	1 298	284	136
564, 9	Other apparel and accessory stores -----	6	468	67	21	16
57	Furniture, home furnishings, and equipment stores-----	23	3 940	575	156	67
5712	Furniture stores -----	5	1 220	179	43	21
5713, 4, 9	Home furnishings stores -----	10	1 059	174	62	25
572, 3	Household appliance, radio, television, and music stores-----	8	1 661	222	51	21
58	Eating and drinking places-----	25	6 999	1 822	444	395
5812	Eating places -----	24	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	71	16 634	2 545	612	308
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	46	(D)	(D)	(D)	(D)
5992	Florists -----	4	146	33	6	2

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see Introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	Retail stores <sup>2</sup> -----	147	127 045	18 755	4 211	5 096
52	Building materials, hardware, garden supply, and mobile home dealers-----	1	(D)	(D)	(D)	(D)
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	9	67 002	8 868	2 094	3 774
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	16	14 306	1 416	401	219
541	Grocery stores-----	4	11 622	1 036	291	151
55 ex. 554	Automotive dealers-----	4	7 365	793	197	61
554	Gasoline service stations-----	4	1 468	92	27	17
56	Apparel and accessory stores-----	52	17 114	2 616	654	413
561	Men's and boys' clothing and furnishings stores-----	12	3 373	558	128	71
562, 3, 8	Women's clothing and specialty stores and furriers-----	20	6 566	1 294	332	224
562	Women's ready-to-wear stores-----	17	7 901	1 192	301	201
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	15	4 343	654	172	97
564, 9	Other apparel and accessory stores-----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	16	3 758	724	195	98
5712	Furniture stores-----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	6	2 226	402	113	54
58	Eating and drinking places-----	12	3 706	954	299	290
5812	Eating places-----	11	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	3	6 095	612	167	109
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	30	(D)	(D)	(D)	(D)
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	17	3 238	497	127	94
5992	Florists-----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 11</b>					
	Retail stores <sup>2</sup> -----	122	229 702	25 426	5 924	8 005
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	113 892	12 279	2 780	6 328
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	7	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	55	30 996	4 145	1 026	588
561	Men's and boys' clothing and furnishings stores -----	10	7 137	1 049	283	116
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	13 101	1 751	462	304
562	Women's ready-to-wear stores -----	20	10 749	1 238	316	240
565	Family clothing stores -----	6	3 089	325	65	46
566	Shoe stores -----	11	6 900	915	214	105
564, 9	Other apparel and accessory stores -----	3	769	105	22	17
57	Furniture, home furnishings, and equipment stores -----	9	17 349	1 658	385	197
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	10	4 581	1 148	272	265
5812	Eating places -----	9	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	30	12 741	2 027	490	274
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	9 700	1 734	418	229
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 13</b>					
	Retail stores <sup>2</sup> -----	111	73 154	7 942	1 905	1 356
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	22 105	2 325	520	408
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	17	25 348	2 000	503	315
541	Grocery stores -----	5	23 875	1 746	437	256
55 ex. 554	Automotive dealers -----	8	1 744	273	62	28
554	Gasoline service stations-----	6	2 647	147	35	27
56	Apparel and accessory stores-----	22	4 061	404	118	80
561	Men's and boys' clothing and furnishings stores -----	3	541	71	21	15
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 960	139	32	25
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 222	161	53	31
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	6	881	128	27	15
5712	Furniture stores -----	3	382	60	12	8
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	3	499	68	15	7
58	Eating and drinking places-----	16	4 580	1 180	288	276
5812	Eating places -----	16	4 580	1 180	288	276
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	5	4 554	685	166	92
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	22	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	5 888	615	138	88
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 16</b>					
	Retail stores <sup>2</sup> -----	221	60 772	10 481	2 733	2 540
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	7	953	128	33	27
541	Grocery stores-----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores-----	97	29 022	5 040	1 361	731
561	Men's and boys' clothing and furnishings stores -----	20	6 677	985	267	143
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	15 911	3 101	833	434
562	Women's ready-to-wear stores -----	35	14 638	2 883	774	393
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	19	4 923	730	185	86
564, 9	Other apparel and accessory stores -----	11	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	13	(D)	(D)	(D)	(D)
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	792	127	33	15
58	Eating and drinking places-----	18	5 973	1 554	406	408
5812	Eating places -----	18	5 973	1 554	406	408
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	6	2 834	409	108	57
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	75	8 747	1 279	317	166
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	50	6 798	1 095	277	146
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Miami</b>					
	<b>Retail stores<sup>2</sup></b>	4 317	1 481 142	185 137	44 810	26 110
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	169	36 999	5 511	1 260	586
525	Hardware stores	47	9 948	1 687	366	192
52 ex. 525	Other	122	27 051	3 824	894	394
53	<b>General merchandise group stores</b>	98	198 635	26 457	6 092	3 774
531	Department stores <sup>3</sup>	14	167 995	22 711	5 230	3 159
533	Variety stores	28	15 554	2 401	575	428
539	Miscellaneous general merchandise stores	56	15 086	1 345	287	187
54	<b>Food stores<sup>4</sup></b>	599	253 270	21 585	5 336	3 325
541	Grocery stores	382	228 169	18 710	4 625	2 758
55 ex. 554	<b>Automotive dealers</b>	272	321 843	28 792	6 883	2 089
554	<b>Gasoline service stations</b>	287	90 940	6 194	1 545	1 020
56	<b>Apparel and accessory stores</b>	515	110 147	14 971	3 424	2 103
561	Men's and boys' clothing and furnishings stores	87	23 486	3 609	785	413
562, 3, 8	Women's clothing and specialty stores and furriers	181	50 205	6 312	1 493	954
562	Women's ready-to-wear stores	156	46 096	5 631	1 323	846
565	Family clothing stores	65	10 613	1 298	294	184
566	Shoe stores	113	20 153	2 903	647	369
564, 9	Other apparel and accessory stores	69	5 690	849	205	183
57	<b>Furniture, home furnishings, and equipment stores</b>	372	112 403	15 336	3 730	1 571
5712	Furniture stores	125	58 293	8 387	2 061	794
5713, 4, 9	Home furnishings stores	124	20 695	3 384	846	370
572, 3	Household appliance, radio, television, and music stores	123	33 415	3 565	823	407
58	<b>Eating and drinking places</b>	818	156 475	38 762	9 736	8 059
5812	Eating places	675	138 374	34 851	8 793	7 305
5813	Drinking places (alcoholic beverages)	143	18 101	3 911	943	754
591	<b>Drug and proprietary stores</b>	141	62 976	9 405	2 300	1 217
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	1 046	137 454	18 124	4 504	2 366
592	Liquor stores	74	22 199	1 497	374	264
594	Miscellaneous shopping goods stores	460	67 516	8 656	2 135	1 111
5992	Florists	81	7 467	1 606	374	219

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Miami, Fla., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	13 484	5 484 146	668 596	165 274	109 274
52	Building materials, hardware, garden supply, and mobile home dealers	567	155 899	21 114	4 925	2 351
525	Hardware stores	154	33 247	5 859	1 329	637
52 ex. 525	Other	413	122 652	15 255	3 596	1 714
53	General merchandise group stores	322	789 870	100 403	23 386	24 420
531	Department stores <sup>3</sup>	65	687 365	88 809	20 686	22 522
533	Variety stores	85	40 400	6 351	1 489	1 150
539	Miscellaneous general merchandise stores	172	62 105	5 243	1 211	748
54	Food stores <sup>4</sup>	1 825	1 138 800	100 580	25 549	15 281
541	Grocery stores	1 076	1 037 657	88 129	22 321	12 781
55 ex. 554	Automotive dealers	790	1 124 025	99 258	23 855	7 422
554	Gasoline service stations	1 039	368 222	24 887	6 268	4 094
56	Apparel and accessory stores	1 673	367 783	54 361	13 464	8 176
561	Men's and boys' clothing and furnishings stores	291	76 354	12 058	2 984	1 494
562, 3, 8	Women's clothing and specialty stores and furriers	685	178 495	26 437	6 642	4 310
562	Women's ready-to-wear stores	553	158 437	23 014	5 764	3 772
565	Family clothing stores	181	25 740	3 132	776	496
566	Shoe stores	327	71 453	10 497	2 479	1 367
564, 9	Other apparel and accessory stores	189	15 741	2 237	583	509
57	Furniture, home furnishings, and equipment stores	1 106	329 354	44 370	10 571	4 701
5712	Furniture stores	318	138 084	20 020	4 770	1 995
5713, 4, 9	Home furnishings stores	366	54 402	7 885	1 961	974
572, 3	Household appliance, radio, television, and music stores	422	136 868	16 465	3 840	1 732
58	Eating and drinking places	2 396	552 654	137 980	36 034	31 149
5812	Eating places	2 030	506 571	128 843	33 783	29 126
5813	Drinking places (alcoholic beverages)	366	46 083	9 137	2 251	2 023
591	Drug and proprietary stores	427	215 108	29 759	7 497	4 096
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	3 339	442 431	55 884	13 725	7 584
592	Liquor stores	214	101 990	7 253	1 733	1 025
594	Miscellaneous shopping goods stores	1 514	215 304	29 479	7 250	4 005
5992	Florists	204	17 699	3 769	892	599

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Miami</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>580</b>	<b>138 757</b>	<b>22 510</b>	<b>5 416</b>	<b>4 484</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	<b>Hardware stores-----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52 ex. 525	<b>Other-----</b>	<b>3</b>	<b>112</b>	<b>6</b>	<b>4</b>	<b>1</b>
53	<b>General merchandise group stores-----</b>	<b>19</b>	<b>47 992</b>	<b>8 632</b>	<b>2 076</b>	<b>1 728</b>
531	<b>Department stores<sup>3</sup>-----</b>	<b>3</b>	<b>39 006</b>	<b>7 140</b>	<b>1 703</b>	<b>1 369</b>
533	<b>Variety stores-----</b>	<b>5</b>	<b>7 280</b>	<b>1 265</b>	<b>316</b>	<b>322</b>
539	<b>Miscellaneous general merchandise stores-----</b>	<b>11</b>	<b>1 706</b>	<b>227</b>	<b>57</b>	<b>37</b>
54	<b>Food stores-----</b>	<b>20</b>	<b>2 794</b>	<b>342</b>	<b>98</b>	<b>131</b>
55 ex. 554	<b>Automotive dealers-----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations-----</b>	<b>7</b>	<b>489</b>	<b>24</b>	<b>6</b>	<b>9</b>
58	<b>Apparel and accessory stores-----</b>	<b>185</b>	<b>36 835</b>	<b>5 174</b>	<b>1 213</b>	<b>961</b>
561	<b>Men's and boys' clothing and furnishings stores-----</b>	<b>42</b>	<b>9 269</b>	<b>1 474</b>	<b>364</b>	<b>218</b>
562, 3, 8	<b>Women's clothing and specialty stores and furriers-----</b>	<b>59</b>	<b>14 544</b>	<b>1 894</b>	<b>441</b>	<b>398</b>
562	<b>Women's ready-to-wear stores-----</b>	<b>48</b>	<b>12 933</b>	<b>1 683</b>	<b>389</b>	<b>330</b>
565	<b>Family clothing stores-----</b>	<b>19</b>	<b>4 410</b>	<b>509</b>	<b>118</b>	<b>110</b>
566	<b>Shoe stores-----</b>	<b>46</b>	<b>7 431</b>	<b>1 142</b>	<b>257</b>	<b>195</b>
564, 9	<b>Other apparel and accessory stores-----</b>	<b>19</b>	<b>1 181</b>	<b>155</b>	<b>33</b>	<b>40</b>
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>25</b>	<b>4 783</b>	<b>594</b>	<b>147</b>	<b>97</b>
5712	<b>Furniture stores-----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5713, 4, 9	<b>Home furnishings stores-----</b>	<b>8</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
572, 3	<b>Household appliance, radio, television, and music stores-----</b>	<b>12</b>	<b>2 743</b>	<b>356</b>	<b>77</b>	<b>57</b>
58	<b>Eating and drinking places-----</b>	<b>104</b>	<b>10 978</b>	<b>2 513</b>	<b>608</b>	<b>709</b>
5812	<b>Eating places-----</b>	<b>77</b>	<b>9 295</b>	<b>2 228</b>	<b>541</b>	<b>635</b>
5813	<b>Drinking places (alcoholic beverages)-----</b>	<b>27</b>	<b>1 681</b>	<b>285</b>	<b>67</b>	<b>74</b>
591	<b>Drug and proprietary stores-----</b>	<b>12</b>	<b>12 201</b>	<b>1 520</b>	<b>386</b>	<b>276</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup>-----</b>	<b>181</b>	<b>22 326</b>	<b>3 705</b>	<b>878</b>	<b>572</b>
592	<b>Liquor stores-----</b>	<b>4</b>	<b>655</b>	<b>78</b>	<b>19</b>	<b>24</b>
594	<b>Miscellaneous shopping goods stores-----</b>	<b>124</b>	<b>17 268</b>	<b>2 832</b>	<b>672</b>	<b>428</b>
5992	<b>Florists-----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Miami</b>			
	Retail stores <sup>2</sup> -----	44.3	29.3	47.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	2.9	26.3
525	Hardware stores -----	(D)	39.1	67.8
52 ex. 525	Other -----	-	-6.1	18.4
53	General merchandise group stores -----	18.6	10.0	36.2
531	Department stores <sup>3</sup> -----	7.9	6.6	37.6
533	Variety stores-----	53.1	8.8	-13.1
539	Miscellaneous general merchandise stores-----	116.4	71.3	82.2
54	Food stores <sup>4</sup> -----	17.4	27.2	53.4
541	Grocery stores-----	(NA)	23.8	53.4
55 ex. 554	Automotive dealers -----	(D)	14.4	37.6
554	Gasoline service stations-----	(D)	48.1	69.4
56	Apparel and accessory stores-----	53.2	58.6	44.1
561	Men's and boys' clothing and furnishings stores -----	39.9	49.8	15.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	75.7	72.4	48.5
562	Women's ready-to-wear stores -----	84.0	70.2	49.7
565	Family clothing stores -----	-9.6	14.0	69.5
566	Shoe stores -----	58.4	70.1	62.2
564, 9	Other apparel and accessory stores -----	82.1	62.3	58.1
57	Furniture, home furnishings, and equipment stores-----	(NC)	47.5	58.7
5712	Furniture stores -----	124.1	48.2	43.0
5713, 4, 9	Home furnishings stores -----	26.5	25.4	42.3
572, 3	Household appliance, radio, television, and music stores-----	(NC)	63.9	88.2
58	Eating and drinking places-----	12.5	42.2	51.2
5812	Eating places-----	8.1	41.1	52.5
5813	Drinking places (alcoholic beverages)-----	37.0	51.1	38.8
591	Drug and proprietary stores -----	36.7	42.6	50.3
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	57.9	60.9
592	Liquor stores -----	(D)	16.2	35.3
594	Miscellaneous shopping goods stores-----	78.2	64.0	72.3
5992	Florists -----	32.8	34.5	37.6

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Miami</b>					
	Retail stores <sup>1</sup> -----	13.5	3.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	2.5	2.8
525	Hardware stores -----	-	-	-	0.7	0.6
52 ex. 525	Other -----	-	-	-	1.8	2.2
53	General merchandise group stores -----	28.7	7.2	28.4	13.4	14.4
531	Department stores <sup>2</sup> -----	25.1	6.1	21.0	11.3	12.5
533	Variety stores-----	71.7	27.6	5.6	1.1	0.7
539	Miscellaneous general merchandise stores-----	24.5	5.9	1.8	1.0	1.1
54	Food stores <sup>3</sup> -----	1.3	0.3	1.6	17.1	20.8
541	Grocery stores-----	0.9	0.2	1.1	15.4	18.9
55 ex. 554	Automotive dealers -----	-	-	-	21.7	20.5
554	Gasoline service stations -----	(D)	(D)	(D)	6.1	6.7
56	Apparel and accessory stores-----	51.2	15.3	28.2	7.4	6.7
561	Men's and boys' clothing and furnishings stores -----	55.2	17.0	6.5	1.6	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	50.9	14.3	12.8	3.4	3.3
562	Women's ready-to-wear stores -----	51.6	15.0	11.9	3.1	2.9
565	Family clothing stores -----	37.6	15.5	2.0	0.7	0.5
566	Shoe stores -----	58.4	16.5	5.9	1.4	1.3
564, 9	Other apparel and accessory stores -----	37.8	13.7	1.1	0.4	0.3
57	Furniture, home furnishings, and equipment stores-----	14.2	4.8	8.0	7.6	6.0
5712	Furniture stores -----	(D)	(D)	(D)	3.9	2.5
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.4	1.0
572, 3	Household appliance, radio, television, and music stores-----	37.9	9.2	6.3	2.3	2.5
58	Eating and drinking places-----	7.9	2.2	6.2	10.6	10.1
5812	Eating places -----	7.3	2.0	5.0	9.3	9.2
5813	Drinking places (alcoholic beverages)-----	12.7	5.0	1.2	1.2	0.8
591	Drug and proprietary stores-----	26.5	7.8	8.3	4.3	3.9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	9.3	8.1
592	Liquor stores -----	(D)	(D)	(D)	1.5	1.9
594	Miscellaneous shopping goods stores-----	45.6	14.3	15.4	4.6	3.9
5992	Florists -----	(D)	(D)	(D)	0.5	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

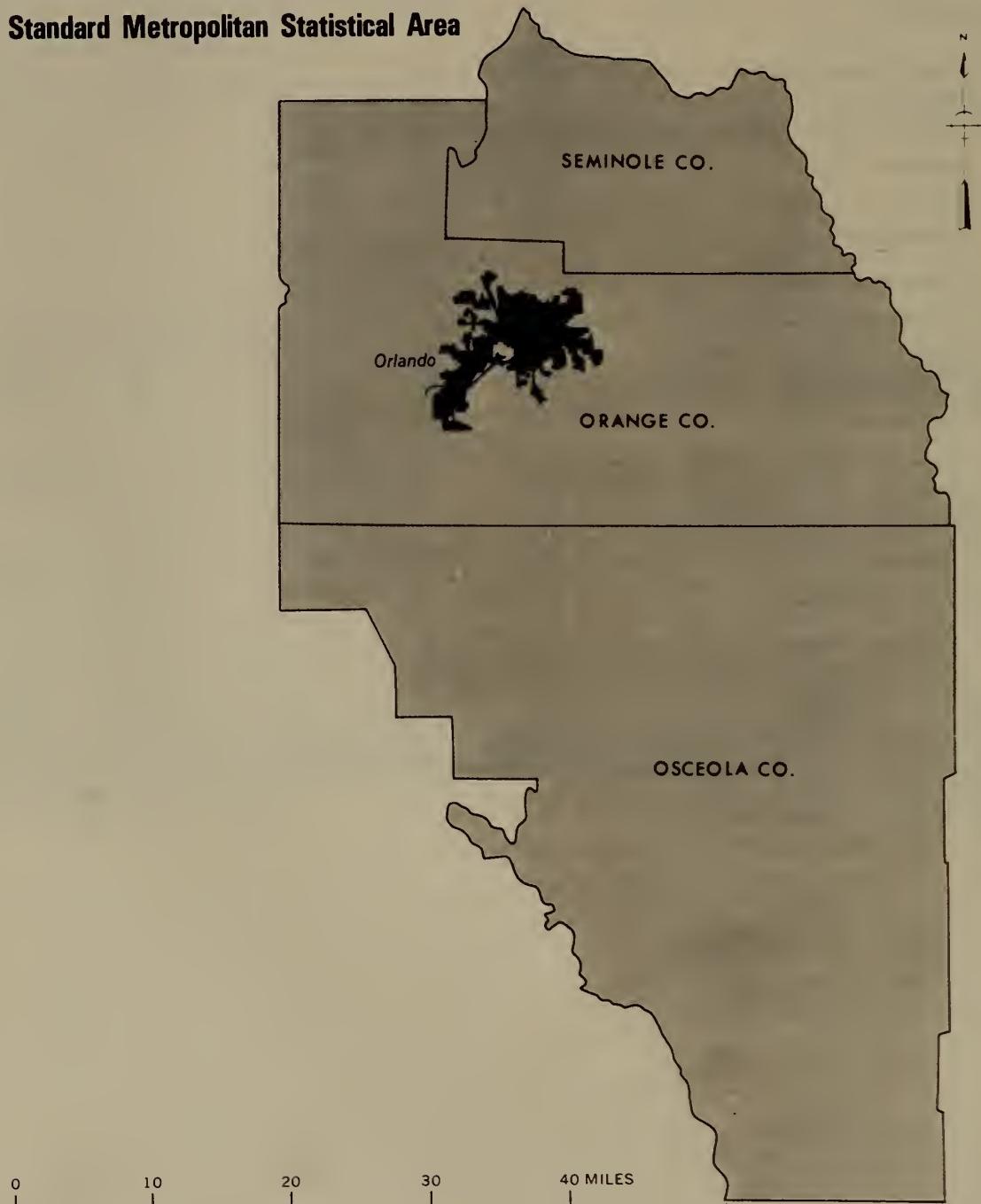
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# ORLANDO

**Standard Metropolitan Statistical Area**



# ORLANDO

## Central Business District

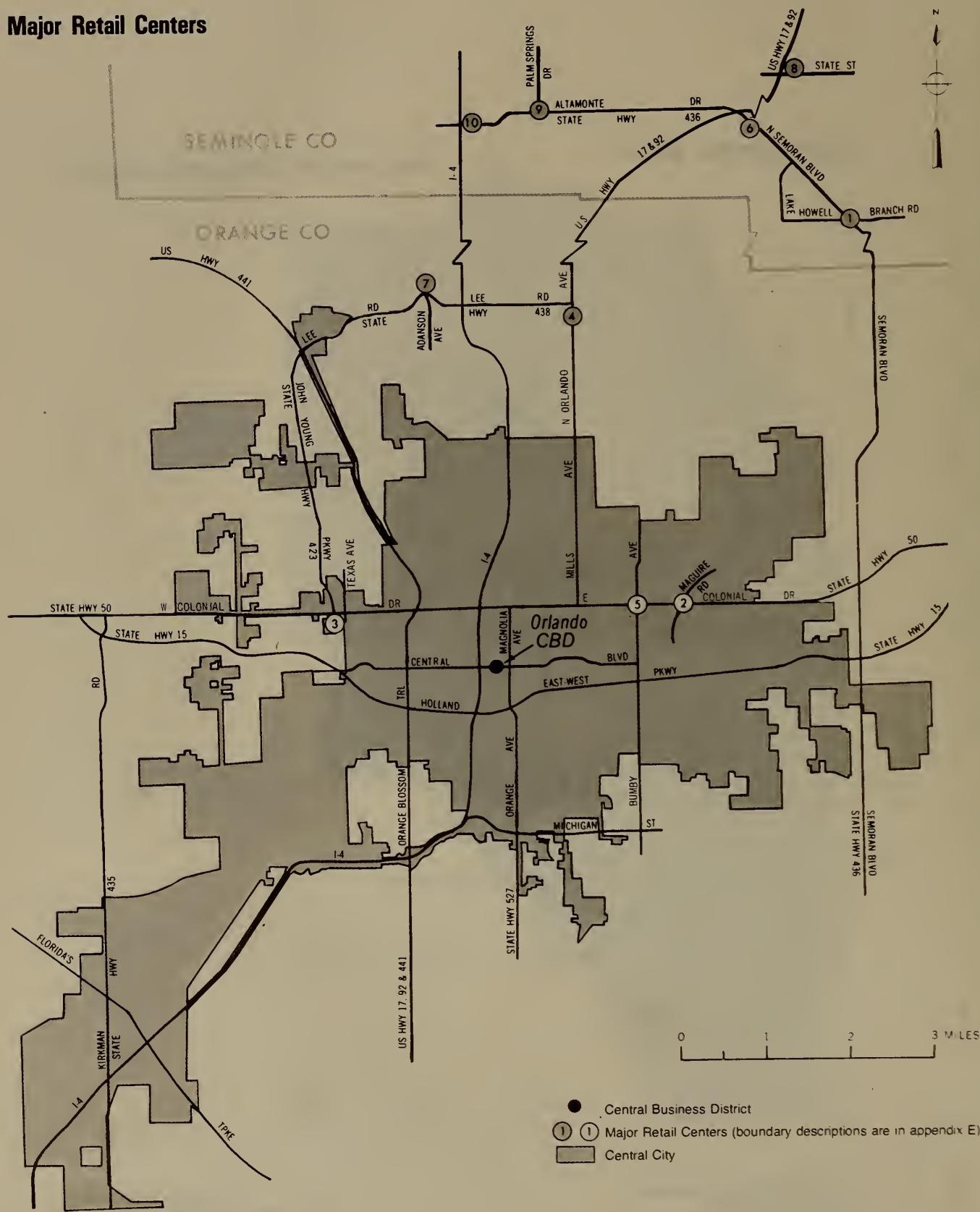


Comprising Census Tract 101

0 1000 2000 3000 4000 FEET

## ORLANDO

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number .....	5 314	1 461	117	43	128	58
	Sales (\$1,000) .....	2 242 718	724 905	47 451	28 047	103 765	71 958
	Payroll entire year (\$1,000) .....	262 776	89 092	7 783	3 740	14 950	9 015
	Paid employees for week including March 12 .....	44 372	14 882	1 055	607	3 738	1 397
54, 58, 591	<b>Convenience goods stores:</b>						
	Number .....	1 678	449	40	15	32	23
	Sales (\$1,000) .....	770 910	204 305	10 830	16 273	12 862	18 470
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number .....	1 438	450	45	20	82	17
	Sales (\$1,000) .....	574 756	220 590	19 742	10 395	87 688	28 929
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number .....	2 198	562	32	8	14	18
	Sales (\$1,000) .....	897 052	300 010	16 879	1 379	3 215	24 559
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b> .....	5 314	1 461	117	43	128	58
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	305	69	5	-	3	2
525	<b>Hardware stores</b> .....	56	17	1	-	-	2
52 ex. 525	<b>Other</b> .....	249	52	4	-	3	-
53	<b>General merchandise group stores</b> .....	125	35	3	1	6	3
531	<b>Department stores<sup>4</sup></b> .....	32	11	-	1	4	3
533	<b>Variety stores</b> .....	43	9	2	-	1	-
539	<b>Miscellaneous general merchandise stores</b> .....	50	15	1	-	1	-
54	<b>Food stores<sup>5</sup></b> .....	695	155	3	3	9	7
541	<b>Grocery stores</b> .....	506	111	1	2	4	6
55 ex. 554	<b>Automotive dealers</b> .....	494	129	6	2	1	5
554	<b>Gasoline service stations</b> .....	498	122	3	3	4	7
56	<b>Apparel and accessory stores</b> .....	349	119	16	5	41	5
561	<b>Men's and boys' clothing and furnishings stores</b> .....	56	23	3	-	9	1
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> .....	129	41	6	4	15	1
562	<b>Women's ready-to-wear stores</b> .....	105	33	5	3	14	1
565	<b>Family clothing stores</b> .....	49	14	2	1	1	-
566	<b>Shoe stores</b> .....	66	23	5	-	10	1
564, 9	<b>Other apparel and accessory stores</b> .....	49	18	-	-	6	2
57	<b>Furniture, home furnishings, and equipment stores</b> .....	451	144	12	6	15	3
5712	<b>Furniture stores</b> .....	131	33	3	3	4	-
5713, 4, 9	<b>Home furnishings stores</b> .....	141	41	2	-	4	1
572, 3	<b>Household appliance, radio, television, and music stores</b> .....	179	70	7	3	7	2
58	<b>Eating and drinking places</b> .....	875	257	33	10	21	14
5812	<b>Eating places</b> .....	737	227	28	8	19	13
5813	<b>Drinking places (alcoholic beverages)</b> .....	138	30	5	2	2	1
591	<b>Drug and proprietary stores</b> .....	108	37	4	2	2	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> .....	1 414	394	32	11	26	10
592	<b>Liquor stores</b> .....	109	40	2	-	-	-
594	<b>Miscellaneous shopping goods stores</b> .....	513	152	14	8	20	6
5992	<b>Florists</b> .....	84	26	3	1	1	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 4	No. 5	No. 6	No. 7	No. 8	No. 9
	Retail stores: <sup>1, 2</sup>						
	Number	68	170	102	29	54	133
	Sales (\$1,000)	54 360	59 106	55 803	19 853	36 499	110 757
	Payroll entire year (\$1,000)	8 555	8 748	5 828	2 990	3 696	15 384
	Paid employees for week including March 12	1 418	1 423	1 028	505	575	3 391
54, 58, 591	Convenience goods stores:						
	Number	15	29	35	15	21	33
	Sales (\$1,000)	10 784	16 910	16 547	8 685	16 409	31 436
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>						
	Number	43	96	38	4	21	90
	Sales (\$1,000)	40 241	31 559	27 257	4 552	9 907	77 421
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number	10	45	29	10	12	10
	Sales (\$1,000)	3 335	10 637	11 999	6 616	10 183	1 900
	Number of Establishments						
	Retail stores <sup>1, 2</sup>	68	170	102	29	54	133
52	Building materials, hardware, garden supply, and mobile home dealers	-	4	5	2	3	2
525	Hardware stores	-	2	2	-	1	-
52 ex. 525	Other	-	2	3	2	2	-
53	General merchandise group stores	4	5	4	1	4	4
531	Department stores <sup>4</sup>	3	1	2	1	2	4
533	Variety stores	1	2	1	-	1	-
539	Miscellaneous general merchandise stores	-	2	1	-	1	-
54	Food stores <sup>5</sup>	3	7	10	5	6	10
541	Grocery stores	1	5	8	3	5	2
55 ex. 554	Automotive dealers	1	7	6	4	3	-
554	Gasoline service stations	3	8	5	3	1	1
56	Apparel and accessory stores	15	34	8	1	5	53
561	Men's and boys' clothing and furnishings stores	2	7	1	-	1	11
562, 3, 8	Women's clothing and specialty stores and furriers	8	13	3	-	2	17
562	Women's ready-to-wear stores	7	11	3	-	2	12
565	Family clothing stores	-	1	-	-	-	6
566	Shoe stores	3	10	2	-	1	13
564, 9	Other apparel and accessory stores	2	3	2	1	1	6
57	Furniture, home furnishings, and equipment stores	9	32	11	1	5	10
5712	Furniture stores	-	5	3	-	-	1
5713, 4, 9	Home furnishings stores	3	7	3	-	2	1
572, 3	Household appliance, radio, television, and music stores	6	20	5	1	3	8
58	Eating and drinking places	11	19	21	9	10	21
5812	Eating places	10	17	18	9	9	20
5813	Drinking places (alcoholic beverages)	1	2	3	-	1	1
591	Drug and proprietary stores	1	3	4	1	5	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	21	51	28	2	12	30
592	Liquor stores	2	2	4	-	2	-
594	Miscellaneous shopping goods stores	15	25	15	1	7	23
5992	Florists	1	5	3	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Orlando CBD</b>					
	Retail stores <sup>2</sup> -----	117	47 451	7 783	1 747	1 055
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	4 486	631	144	53
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	3	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	6	10 541	1 149	283	100
554	Gasoline service stations -----	3	425	24	6	3
56	Apparel and accessory stores -----	16	8 361	1 118	255	150
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	4 585	633	145	79
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	12	8 007	1 510	364	150
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	5 913	1 034	257	98
58	Eating and drinking places -----	33	6 754	2 142	385	426
5812	Eating places -----	28	6 019	1 922	327	378
5813	Drinking places (alcoholic beverages) -----	5	735	220	58	48
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	32	4 039	572	160	76
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	128	103 765	14 950	3 534	3 738
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	213	42	11	7
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	213	42	11	7
53	General merchandise group stores -----	6	64 892	9 281	2 159	2 696
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	1 393	141	36	21
56	Apparel and accessory stores-----	41	11 239	1 548	387	279
561	Men's and boys' clothing and furnishings stores -----	9	2 456	431	108	50
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	5 109	623	152	138
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 535	346	90	61
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	15	8 188	868	193	112
5712	Furniture stores -----	4	798	80	14	7
5713, 4, 9	Home furnishings stores -----	4	178	33	3	2
572, 3	Household appliance, radio, television, and music stores -----	7	7 212	755	176	103
58	Eating and drinking places-----	21	6 336	1 518	352	384
5812	Eating places -----	19	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	20	3 369	471	108	75
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	Retail stores <sup>2</sup> -----	170	59 106	8 748	2 138	1 423
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	844	109	28	14
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	8 192	1 310	346	180
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	7	8 036	720	128	94
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	3 829	427	87	39
554	Gasoline service stations -----	8	3 594	331	86	63
56	Apparel and accessory stores -----	34	10 534	1 695	430	274
561	Men's and boys' clothing and furnishings stores -----	7	2 644	510	146	62
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	4 989	797	191	155
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	32	7 723	1 002	241	130
5712	Furniture stores -----	5	2 561	276	75	32
5713, 4, 9	Home furnishings stores -----	7	1 040	134	24	13
572, 3	Household appliance, radio, television, and music stores -----	20	4 122	592	142	85
58	Eating and drinking places -----	19	(D)	(D)	(D)	(D)
5812	Eating places -----	17	5 966	1 539	400	378
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	51	7 680	1 263	311	194
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	25	5 110	835	208	121
5992	Florists -----	5	498	132	27	16

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	Retail stores <sup>2</sup> -----	102	55 803	5 828	1 454	1 028
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	325	19	1	2
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	23 014	2 325	523	382
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	10 181	871	235	130
541	Grocery stores -----	8	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	6	6 422	329	138	53
554	Gasoline service stations -----	5	2 747	143	43	25
56	Apparel and accessory stores -----	8	1 029	144	34	24
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniers -----	3	504	79	19	12
562	Women's ready-to-wear stores -----	3	504	79	19	12
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	11	1 738	244	57	29
5712	Furniture stores -----	3	445	102	22	14
5713, 4, 9	Home furnishings stores -----	3	283	70	17	8
572, 3	Household appliance, radio, television, and music stores -----	5	1 010	72	18	7
58	Eating and drinking places -----	21	(D)	(D)	(D)	(D)
5812	Eating places -----	18	3 549	839	204	252
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	28	3 981	483	119	76
592	Liquor stores -----	4	2 125	241	58	35
594	Miscellaneous shopping goods stores -----	15	1 476	225	56	36
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 9</b>					
	<b>Retail stores<sup>2</sup></b>	133	110 757	15 384	3 478	3 391
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	2	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	4	52 217	7 459	1 715	2 024
531	Department stores <sup>3</sup>	4	52 217	7 459	1 715	2 024
533	Variety stores	-	-	-	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	10	(D)	(D)	(D)	(D)
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	-	-	-	-	-
554	<b>Gasoline service stations</b>	1	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	53	15 820	2 181	520	368
561	Men's and boys' clothing and furnishings stores	11	3 189	487	134	67
562, 3, 8	Women's clothing and specialty stores and furriers	17	6 674	831	187	161
562	Women's ready-to-wear stores	12	6 269	771	175	148
565	Family clothing stores	6	2 120	245	57	40
566	Shoe stores	13	3 594	523	120	80
564, 9	Other apparel and accessory stores	6	442	95	22	20
57	<b>Furniture, home furnishings, and equipment stores</b>	10	4 098	644	157	74
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	8	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	21	6 011	1 417	281	366
5812	Eating places	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	30	(D)	(D)	(D)	(D)
592	Liquor stores	-	-	-	-	-
594	Miscellaneous shopping goods stores	23	5 286	694	161	147
5992	Florists	-	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Orlando</b>					
	<b>Retail stores<sup>2</sup></b>	1 481	724 905	89 092	21 229	14 882
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	89	30 697	3 984	888	382
525	Hardware stores	17	2 647	364	85	56
52 ex. 525	Other	52	28 050	3 620	803	326
53	<b>General merchandise group stores</b>	35	124 534	17 851	4 213	4 157
531	Department stores <sup>3</sup>	11	114 274	16 303	3 832	3 912
533	Variety stores	9	(D)	1 148	296	199
539	Miscellaneous general merchandise stores	15	(D)	400	85	46
54	<b>Food stores<sup>4</sup></b>	155	116 063	10 783	2 677	1 438
541	Grocery stores	111	108 337	9 778	2 447	1 259
55 ex. 554	<b>Automotive dealers</b>	129	190 117	16 012	3 579	1 306
554	<b>Gasoline service stations</b>	122	50 567	3 348	849	570
56	<b>Apparel and accessory stores</b>	119	32 914	4 626	1 138	760
561	Men's and boys' clothing and furnishings stores	23	(D)	1 178	308	152
562, 3, 8	Women's clothing and specialty stores and furriers	41	(D)	2 124	504	384
562	Women's ready-to-wear stores	33	13 863	1 881	444	348
565	Family clothing stores	14	(D)	(D)	(D)	(D)
566	Shoe stores	23	5 841	813	200	125
564, 9	Other apparel and accessory stores	18	1 311	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	144	42 852	6 382	1 518	741
5712	Furniture stores	33	10 556	1 774	423	203
5713, 4, 9	Home furnishings stores	41	9 248	1 326	283	152
572, 3	Household appliance, radio, television, and music stores	70	23 048	3 282	812	386
58	<b>Eating and drinking places</b>	257	69 231	17 076	4 103	4 137
5812	Eating places	227	66 813	16 564	3 973	4 033
5813	Drinking places (alcoholic beverages)	30	2 418	512	130	104
591	<b>Drug and proprietary stores</b>	37	19 011	2 855	712	400
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	394	48 919	6 177	1 552	991
592	Liquor stores	40	(D)	1 269	316	200
594	Miscellaneous shopping goods stores	152	20 290	2 920	726	464
5992	Florists	26	2 226	497	120	88

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Orlando, Fla., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	5 314	2 242 718	282 778	83 088	44 372
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	305	102 179	11 418	2 480	1 205
525	Hardware stores	56	9 512	1 368	303	191
52 ex. 525	Other	249	92 667	10 050	2 157	1 014
53	<b>General merchandise group stores</b>	125	327 794	44 898	10 508	9 555
531	Department stores <sup>3</sup>	32	271 452	38 242	8 818	8 281
533	Variety stores	43	24 489	3 789	1 037	866
539	Miscellaneous general merchandise stores	50	31 853	2 867	653	408
54	<b>Food stores<sup>4</sup></b>	695	495 791	43 634	10 605	6 420
541	Grocery stores	506	471 299	40 415	9 848	5 791
55 ex. 554	<b>Automotive dealers</b>	494	505 799	43 741	10 389	3 869
554	<b>Gasoline service stations</b>	498	193 625	12 477	3 087	2 077
56	<b>Apparel and accessory stores</b>	349	79 997	11 432	2 795	1 904
561	Men's and boys' clothing and furnishings stores	56	13 787	2 210	593	304
562, 3, 8	Women's clothing and specialty stores and furriers	129	38 484	5 589	1 336	1 003
562	Women's ready-to-wear stores	105	34 700	5 011	1 194	924
565	Family clothing stores	49	10 142	1 313	318	208
566	Shoe stores	66	14 353	1 904	436	295
564, 9	Other apparel and accessory stores	49	3 231	416	112	94
57	<b>Furniture, home furnishings, and equipment stores</b>	451	93 442	13 941	3 275	1 604
5712	Furniture stores	131	37 492	5 884	1 363	687
5713, 4, 9	Home furnishings stores	141	18 168	2 496	558	275
572, 3	Household appliance, radio, television, and music stores	179	37 782	5 561	1 354	642
58	<b>Eating and drinking places</b>	875	213 466	51 419	12 541	13 116
5812	Eating places	737	199 280	48 899	11 943	12 426
5813	Drinking places (alcoholic beverages)	138	14 186	2 520	598	690
591	<b>Drug and proprietary stores</b>	108	61 653	9 002	2 207	1 226
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	1 414	168 972	20 814	5 241	3 396
592	Liquor stores	109	38 692	3 387	829	541
594	Miscellaneous shopping goods stores	513	73 523	9 888	2 345	1 706
5992	Florists	84	10 210	2 225	626	395

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Orlando</b>					
	<b>Retail stores<sup>2</sup></b>	151	61 671	7 716	1 824	1 400
52	Building materials, hardware, garden supply, and mobile home dealers	1	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	10	9 411	1 640	380	377
531	Department stores <sup>3</sup>	3	7 968	1 340	306	294
533	Variety stores	4	1 052	212	53	54
539	Miscellaneous general merchandise stores	3	391	88	21	29
54	<b>Food stores</b>	6	2 062	160	38	28
55 ex. 554	<b>Automotive dealers</b>	9	26 620	2 208	558	219
554	<b>Gasoline service stations</b>	9	1 386	129	27	26
56	<b>Apparel and accessory stores</b>	24	5 540	802	184	156
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	7	3 300	491	116	94
562	Women's ready-to-wear stores	6	(D)	(D)	(D)	(D)
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	11	1 554	219	46	44
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	17	7 438	1 245	273	179
5712	Furniture stores	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	-	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	11	4 339	782	175	108
58	<b>Eating and drinking places</b>	26	2 063	466	113	212
5812	Eating places	20	1 597	362	91	190
5813	Drinking places (alcoholic beverages)	6	466	104	22	22
591	<b>Drug and proprietary stores</b>	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	44	6 061	866	192	150
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	17	2 851	397	86	76
5992	Florists	3	215	41	10	5

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Orlando</b>			
	Retail stores <sup>2</sup> -----	-23.1	39.1	68.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	18.4	29.2
525 52 ax. 525	Hardware stores -----	(D)	(D)	52.1
	Other -----	(D)	17.0	27.2
53	General merchandise group stores -----	(D)	12.5	54.1
531	Department stores <sup>3</sup> -----	-	15.1	48.4
533	Variety stores-----	(D)	(D)	36.5
539	Miscellaneous general merchandise stores-----	(D)	(D)	166.8
54	Food stores <sup>4</sup> -----	(D)	57.9	95.0
541	Grocery stores-----	(NA)	56.6	96.4
55 ex. 554	Automotive dealers -----	-60.4	28.8	49.0
554	Gasoline service stations-----	-69.3	78.7	75.5
56	Apparel and accessory stores-----	50.9	60.9	70.8
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	-32.8	(D)	39.6
	Women's clothing and specialty stores and furriers -----	38.9	(D)	76.1
562	Women's ready-to-wear stores -----	41.6	83.4	102.9
565	Family clothing stores -----	(D)	(D)	177.2
566	Shoe stores -----	(D)	30.1	53.1
564, 9	Other apparel and accessory stores -----	(D)	(D)	55.5
57	Furniture, home furnishings, and equipment stores-----	7.6	37.6	36.0
5712 5713, 4, 9 572, 3	Furniture stores -----	-47.3	-0.9	26.4
	Home furnishings stores -----	(D)	33.2	37.7
	Household appliance, radio, television, and music stores -----	36.3	70.1	46.2
58	Eating and drinking places-----	227.4	86.0	110.4
5812 5813	Eating places -----	276.9	95.6	116.2
	Drinking places (alcoholic beverages) -----	57.7	-20.9	52.5
591	Drug and proprietary stores -----	125.7	43.8	45.0
59 ax. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	-33.4	48.3	81.6
592	Liquor stores -----	35.1	(D)	28.4
594	Miscellaneous shopping goods stores -----	(D)	104.6	112.5
5992	Florists -----	(D)	17.7	170.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Orlando</b>					
	Retail stores <sup>1</sup> -----	8.5	2.1	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	14.8	4.4	9.5	4.2	4.6
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.4
52 ex. 525	Other -----	(D)	(D)	(D)	3.9	4.1
53	General merchandise group stores -----	(D)	(D)	(D)	17.2	14.6
531	Department stores <sup>2</sup> -----	—	—	—	15.8	12.1
533	Variety stores -----	13.2	(D)	(D)	(D)	1.1
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.4
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	16.0	22.1
541	Grocery stores -----	(D)	(D)	(D)	14.9	21.0
55 ex. 554	Automotive dealers -----	5.5	2.1	22.2	26.2	22.6
554	Gasoline service stations -----	0.8	0.2	0.9	7.0	8.6
56	Apparel and accessory stores -----	25.4	10.5	17.6	4.5	3.6
561	Men's and boys' clothing and furnishings stores -----	6.7	(D)	(D)	(D)	0.6
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	11.9	9.7	(D)	1.7
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.9	1.5
565	Family clothing stores -----	75.7	(D)	(D)	(D)	0.5
566	Shoe stores -----	(D)	(D)	(D)	0.8	0.6
564, 9	Other apparel and accessory stores -----	—	—	—	0.2	0.1
57	Furniture, home furnishings, and equipment stores -----	18.7	8.8	16.9	5.9	4.2
5712	Furniture stores -----	(D)	(D)	(D)	1.5	1.7
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	0.8
572, 3	Household appliance, radio, television, and music stores -----	25.7	15.7	12.5	3.2	1.7
58	Eating and drinking places -----	9.8	3.2	14.2	9.6	9.5
5812	Eating places -----	9.0	3.0	12.7	9.2	8.9
5813	Drinking places (alcoholic beverages) -----	30.4	5.2	1.5	0.3	0.6
591	Drug and proprietary stores -----	(D)	(D)	(D)	2.6	2.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	8.3	2.4	8.5	6.7	7.5
592	Liquor stores -----	3.2	(D)	(D)	(D)	1.7
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.8	3.3
5992	Florists -----	(D)	(D)	(D)	0.3	0.5

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# PENSACOLA

## Standard Metropolitan Statistical Area



# PENSACOLA

## Central Business District



Comprising Census Tract 1

0      1000      2000      3000      4000 FEET

## PENSACOLA

## **Major Retail Centers**



#### ● Central Business District

Major Retail Centers (boundary descriptions are in appendix E)  
 Central City

0 1 2 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number -----	2 262	703	82	79	25	87
	Sales (\$1,000) -----	866 614	300 040	37 134	65 219	14 461	62 516
	Payroll entire year (\$1,000) -----	99 809	34 154	5 700	10 195	1 532	9 346
	Paid employees for week including March 12 -----	16 388	5 306	883	1 568	303	1 639
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	803	261	24	16	8	25
	Sales (\$1,000) -----	(D)	(D)	5 900	5 518	7 787	16 210
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	571	199	41	57	13	53
	Sales (\$1,000) -----	220 893	(D)	13 314	58 198	5 866	44 062
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	888	243	17	6	4	9
	Sales (\$1,000) -----	(D)	160 409	17 920	1 503	808	2 244
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b> -----	2 262	703	82	79	25	87
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	125	25	1	1	-	-
525	<b>Hardware stores</b> -----	29	6	1	-	-	-
52 ex. 525	<b>Other</b> -----	96	19	-	1	-	-
53	<b>General merchandise group stores</b> -----	53	17	4	3	1	6
531	<b>Department stores<sup>4</sup></b> -----	13	1	-	3	1	3
533	<b>Variety stores</b> -----	21	7	1	-	-	1
539	<b>Miscellaneous general merchandise stores</b> -----	19	9	3	-	-	2
54	<b>Food stores<sup>5</sup></b> -----	364	106	3	2	2	8
541	<b>Grocery stores</b> -----	278	81	2	-	1	2
55 ex. 554	<b>Automotive dealers</b> -----	212	37	3	1	1	-
554	<b>Gasoline service stations</b> -----	195	58	-	1	-	3
56	<b>Apparel and accessory stores</b> -----	147	69	17	34	5	28
561	<b>Men's and boys' clothing and furnishings stores</b> -----	29	14	7	6	1	7
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> -----	60	26	6	14	2	9
562	<b>Women's ready-to-wear stores</b> -----	54	23	6	13	2	8
565	<b>Family clothing stores</b> -----	12	2	1	3	-	1
566	<b>Shoe stores</b> -----	32	20	3	9	2	8
564, 9	<b>Other apparel and accessory stores</b> -----	14	7	-	2	-	3
57	<b>Furniture, home furnishings, and equipment stores</b> -----	174	52	5	6	4	8
5712	<b>Furniture stores</b> -----	56	13	4	-	1	1
5713, 4, 9	<b>Home furnishings stores</b> -----	42	11	-	1	-	1
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	76	28	1	5	3	6
58	<b>Eating and drinking places</b> -----	379	132	18	13	6	16
5812	<b>Eating places</b> -----	288	101	12	13	5	15
5813	<b>Drinking places (alcoholic beverages)</b> -----	91	31	6	-	1	1
591	<b>Drug and proprietary stores</b> -----	60	23	3	1	-	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	553	184	28	17	6	17
592	<b>Liquor stores</b> -----	53	26	1	-	1	1
594	<b>Miscellaneous shopping goods stores</b> -----	197	61	15	14	3	11
5992	<b>Florists</b> -----	52	16	1	-	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers or  
central business districts with 100  
retail establishments or more in 1977

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Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pensacola</b>					
	Retail stores <sup>2</sup> -----	703	300 040	34 154	8 170	5 306
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	15 201	1 921	441	202
525	Hardware stores -----	6	(D)	281	61	32
52 ex. 525	Other -----	19	(D)	1 640	380	170
53	General merchandise group stores -----	17	(D)	1 547	448	299
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	7	(D)	608	158	122
599	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	106	56 565	4 944	1 148	771
541	Grocery stores -----	81	53 109	4 344	1 016	652
55 ex. 554	Automotive dealers -----	37	111 795	9 402	2 274	913
554	Gasoline service stations -----	58	19 949	1 324	330	244
56	Apparel and accessory stores -----	69	(D)	2 431	578	430
561	Men's and boys' clothing and furnishings stores -----	14	(D)	672	175	100
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	23	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	20	(D)	527	114	91
564, 9	Other apparel and accessory stores -----	7	(D)	79	13	21
57	Furniture, home furnishings, and equipment stores-----	52	14 930	2 243	540	317
5712	Furniture stores -----	13	(D)	547	153	89
5713, 4, 9	Home furnishings stores -----	11	(D)	620	145	83
572, 3	Household appliance, radio, television, and music stores -----	28	7 968	1 076	242	145
58	Eating and drinking places-----	132	24 105	6 158	1 372	1 440
5812	Eating places -----	101	18 603	4 576	991	1 128
5813	Drinking places (alcoholic beverages) -----	31	5 502	1 582	381	312
591	Drug and proprietary stores -----	23	(D)	1 349	343	196
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	184	21 536	2 835	696	494
592	Liquor stores -----	26	7 674	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	61	8 072	1 134	267	186
5992	Florists -----	16	(D)	186	43	41

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pensacola, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 282	866 814	99 809	23 927	18 388
52	Building materials, hardware, garden supply, and mobile home dealers -----	125	49 310	5 298	1 175	812
525	Hardware stores -----	29	5 507	824	181	109
52 ex. 525	Other -----	96	43 803	4 472	994	503
53	General merchandise group stores -----	53	135 330	19 946	4 738	3 160
531	Department stores <sup>3</sup> -----	13	115 523	17 455	4 117	2 664
533	Variety stores -----	21	(D)	1 800	452	375
539	Miscellaneous general merchandise stores -----	19	(D)	691	169	121
54	Food stores <sup>4</sup> -----	364	195 044	15 730	3 840	2 497
541	Grocery stores -----	278	186 553	14 578	3 583	2 242
55 ex. 554	Automotive dealers -----	212	213 073	18 202	4 387	1 883
554	Gasoline service stations -----	195	62 531	4 164	1 043	820
56	Apparel and accessory stores -----	147	28 555	4 298	1 051	827
561	Men's and boys' clothing and furnishings stores -----	29	(D)	1 209	318	203
562, 3, 8	Women's clothing and specialty stores and furriers -----	60	(D)	1 853	462	392
562	Women's ready-to-wear stores -----	54	(D)	1 775	443	375
565	Family clothing stores -----	12	(D)	337	76	55
566	Shoe stores -----	32	(D)	759	164	142
564, 9	Other apparel and accessory stores -----	14	(D)	140	31	35
57	Furniture, home furnishings, and equipment stores -----	174	37 419	5 497	1 355	789
5712	Furniture stores -----	56	16 192	2 591	656	377
5713, 4, 9	Home furnishings stores -----	42	6 038	869	204	122
572, 3	Household appliance, radio, television, and music stores -----	76	15 189	2 037	495	290
58	Eating and drinking places -----	379	69 151	16 250	3 746	4 089
5812	Eating places -----	288	59 048	14 176	3 225	3 623
5813	Drinking places (alcoholic beverages) -----	91	10 103	2 074	521	466
591	Drug and proprietary stores -----	60	(D)	3 683	914	536
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	553	(D)	6 743	1 678	1 175
592	Liquor stores -----	53	13 543	1 266	317	269
594	Miscellaneous shopping goods stores -----	197	19 589	2 616	640	436
5992	Florists -----	52	2 277	461	114	103

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pensacola</b>					
	Retail stores <sup>2</sup> -----	102	51 752	8 098	1 830	1 473
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	615	79	12	24
54	Food stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	30	7 172	1 377	328	274
561	Men's and boys' clothing and furnishings stores -----	8	3 443	716	171	120
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	2 426	411	92	95
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	7	2 579	569	111	69
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	19	2 895	761	177	210
5812	Eating places -----	13	2 045	529	135	163
5813	Drinking places (alcoholic beverages) -----	6	850	232	42	47
591	Drug and proprietary stores -----	3	652	169	44	37
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	29	5 660	965	219	168
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	4 100	813	184	131
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Pensacola SMSA in 1977

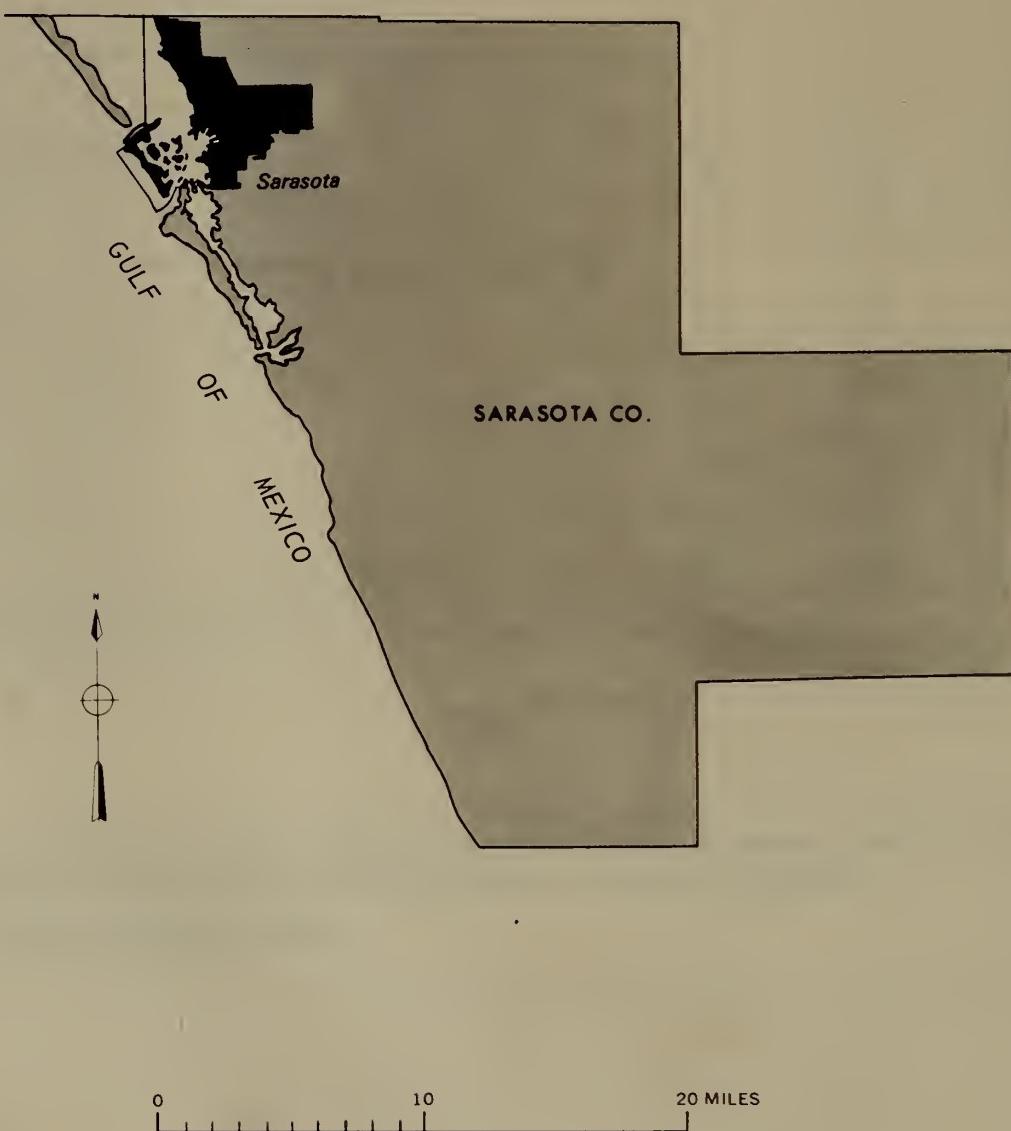
Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Pensacola SMSA in 1977

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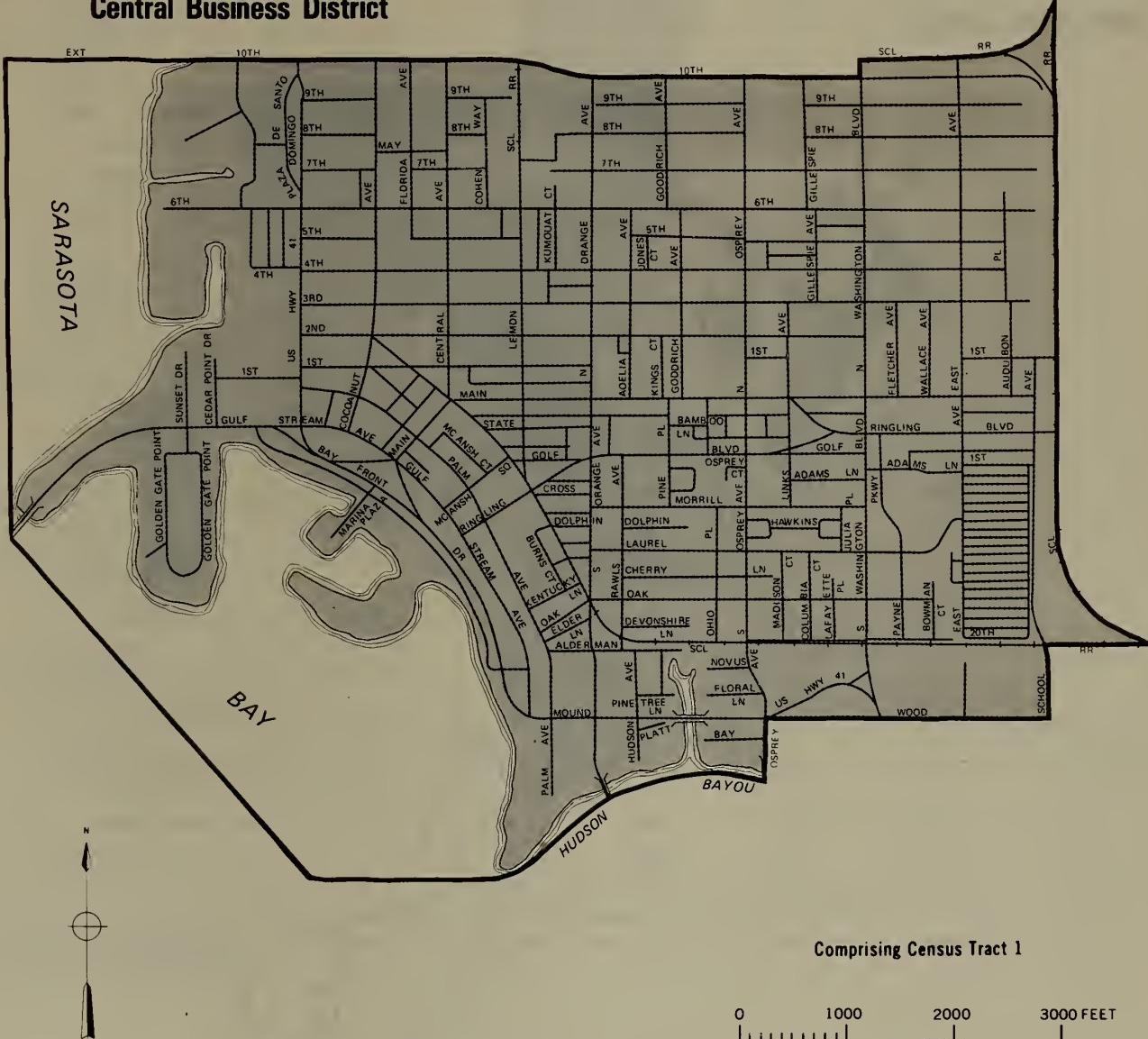
## SARASOTA

**Standard Metropolitan Statistical Area**



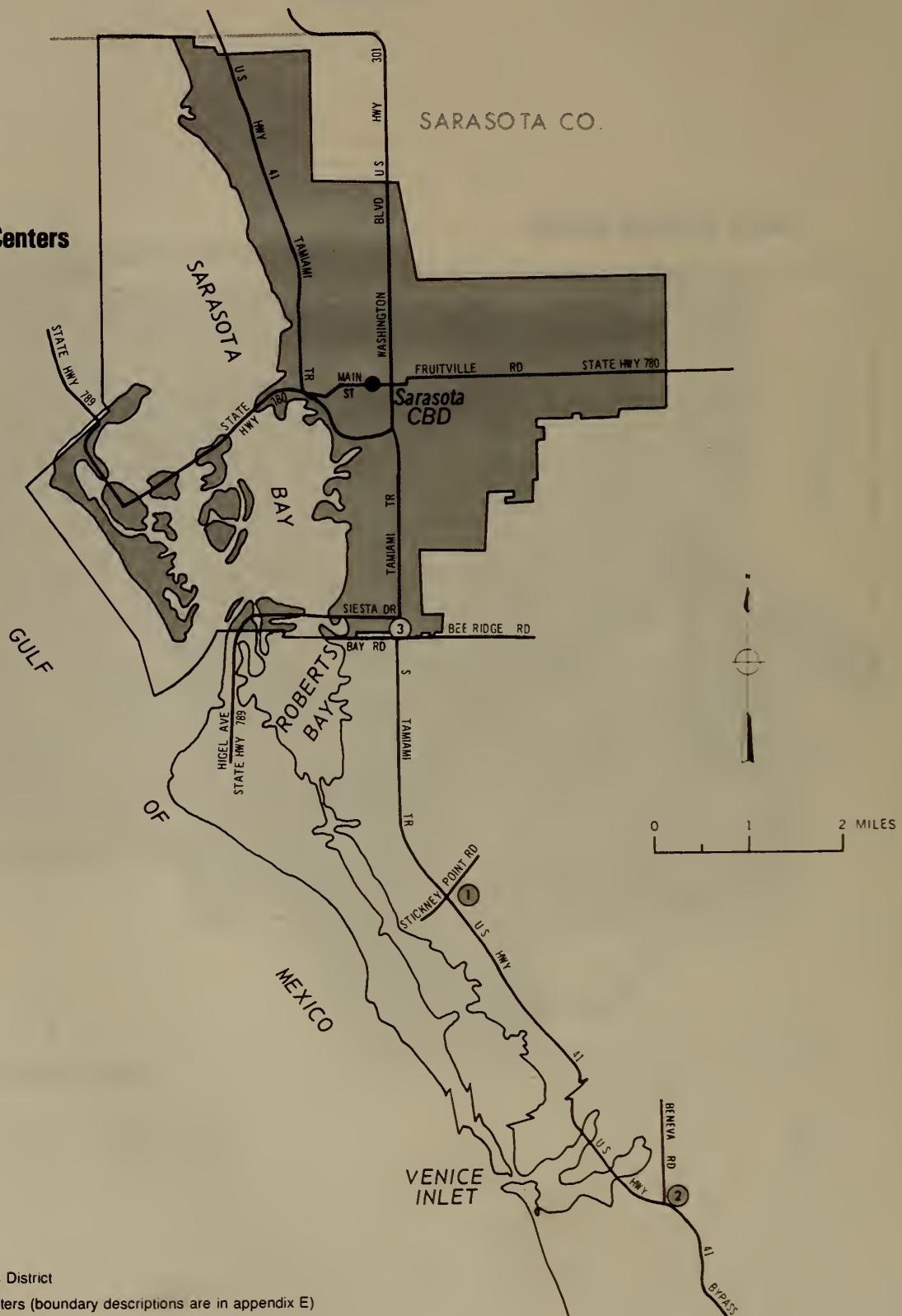
## **SARASOTA**

## **Central Business District**



### **Comprising Census Tract 1**

0                  1000                  2000                  3000 FEET

**SARASOTA****Major Retail Centers**

● Central Business District

① Major Retail Centers (boundary descriptions are in appendix E)

■ Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	Retail stores: <sup>1, 2</sup>						
	Number .....	2 017	1 085	177	34	44	92
	Sales (\$1,000) .....	768 777	358 851	52 293	18 660	14 423	48 102
	Payroll entire year (\$1,000) .....	93 640	47 297	7 308	2 007	2 188	6 307
	Paid employees for week including March 12 .....	15 930	8 500	1 211	357	70	2 033
54, 58, 591	Convenience goods stores:						
	Number .....	550	285	43	7	10	19
	Sales (\$1,000) .....	(D)	(D)	12 102	12 131	1 425	23 184
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>						
	Number .....	706	394	71	19	29	53
	Sales (\$1,000) .....	212 413	(D)	15 691	5 263	12 621	21 943
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number .....	761	406	63	8	5	20
	Sales (\$1,000) .....	(D)	(D)	24 500	1 266	377	2 975
	<b>Number of Establishments</b>						
	Retail stores <sup>1, 2</sup> .....	2 017	1 085	177	34	44	92
52	Building materials, hardware, garden supply, and mobile home dealers .....	137	59	5	1	-	4
525	Hardware stores .....	22	11	1	1	-	1
52 ex. 525	Other .....	115	48	4	-	-	3
53	General merchandise group stores .....	45	24	2	2	2	2
531	Department stores <sup>4</sup> .....	11	6	-	2	2	1
533	Variety stores .....	13	8	1	-	-	1
539	Miscellaneous general merchandise stores .....	21	12	1	-	-	-
54	Food stores <sup>5</sup> .....	190	91	6	4	5	7
541	Grocery stores .....	96	47	5	1	-	3
55 ex. 554	Automotive dealers .....	136	64	6	-	-	2
554	Gasoline service stations .....	150	68	11	1	-	1
56	Apparel and accessory stores .....	186	114	21	8	16	21
561	Men's and boys' clothing and furnishings stores .....	25	16	6	2	1	3
562, 3, 8	Women's clothing and specialty stores and furriers .....	104	68	9	3	7	13
562	Women's ready-to-wear stores .....	93	62	9	2	7	11
565	Family clothing stores .....	11	4	2	-	1	1
566	Shoe stores .....	30	16	3	2	5	3
564, 9	Other apparel and accessory stores .....	16	10	1	1	2	1
57	Furniture, home furnishings, and equipment stores .....	214	114	29	2	3	13
5712	Furniture stores .....	68	34	12	1	-	2
5713, 4, 9	Home furnishings stores .....	78	44	7	-	-	6
572, 3	Household appliance, radio, television, and music stores .....	68	36	10	1	3	5
58	Eating and drinking places .....	317	167	34	2	4	9
5812	Eating places .....	274	144	31	2	4	8
5813	Drinking places (alcoholic beverages) .....	43	23	3	-	-	1
591	Drug and proprietary stores .....	43	27	3	1	1	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	599	357	60	13	13	30
592	Liquor stores .....	25	17	2	1	-	2
594	Miscellaneous shopping goods stores .....	261	142	19	7	8	17
5992	Florists .....	25	15	5	2	1	3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sarasota CBD</b>					
	Retail stores <sup>2</sup> -----	177	52 293	7 308	1 895	1 211
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	3 646	492	138	57
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	6	11 505	992	250	82
554	Gasoline service stations -----	11	2 186	182	52	35
56	Apparel and accessory stores -----	21	3 851	757	168	114
561	Men's and boys' clothing and furnishings stores -----	6	1 365	267	57	28
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 864	385	87	71
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	29	6 176	772	164	88
5712	Furniture stores -----	12	2 210	328	67	37
5713, 4, 9	Home furnishings stores -----	7	628	120	27	19
572, 3	Household appliance, radio, television, and music stores -----	10	3 338	324	70	32
58	Eating and drinking places -----	34	6 682	1 290	371	418
5812	Eating places -----	31	6 526	1 271	370	418
5813	Drinking places (alcoholic beverages) -----	3	156	19	1	-
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	60	12 052	2 263	542	297
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	19	(D)	(D)	(D)	(D)
5992	Florists -----	5	658	182	40	29

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sarasota</b>					
	<b>Retail stores<sup>2</sup></b>	1 085	358 851	47 297	11 739	8 500
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	59	21 093	2 614	714	356
525	Hardware stores	11	(D)	348	87	52
52 ex. 525	Other	48	(D)	2 266	627	304
53	<b>General merchandise group stores</b>	24	(D)	8 884	2 061	2 239
531	Department stores <sup>3</sup>	6	55 089	7 790	1 818	2 043
533	Variety stores	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	12	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	91	75 086	6 735	1 717	955
541	Grocery stores	47	(D)	5 767	1 483	781
55 ex. 554	<b>Automotive dealers</b>	84	43 819	4 371	1 027	375
554	<b>Gasoline service stations</b>	68	20 686	1 347	348	244
56	<b>Apparel and accessory stores</b>	114	19 369	3 441	817	508
561	Men's and boys' clothing and furnishings stores	16	3 869	786	186	87
562, 3, 8	Women's clothing and specialty stores and furriers	68	11 588	1 997	487	324
562	Women's ready-to-wear stores	62	10 857	(D)	(D)	(D)
565	Family clothing stores	4	416	(D)	(D)	(D)
566	Shoe stores	16	2 896	510	112	73
564, 9	Other apparel and accessory stores	10	600	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	114	20 448	2 765	652	305
5712	Furniture stores	34	5 664	948	217	107
5713, 4, 9	Home furnishings stores	44	7 209	844	213	103
572, 3	Household appliance, radio, television, and music stores	36	7 575	973	222	95
58	<b>Eating and drinking places</b>	167	36 908	8 895	2 332	2 359
5812	Eating places	144	34 866	8 578	2 259	2 284
5813	Drinking places (alcoholic beverages)	23	2 042	317	73	75
591	<b>Drug and proprietary stores</b>	27	(D)	2 103	567	283
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	357	(D)	6 142	1 504	876
592	Liquor stores	17	(D)	538	137	75
594	Miscellaneous shopping goods stores	142	16 227	2 923	701	429
5992	Florists	15	1 654	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sarasota, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 017	768 777	93 640	23 182	15 930
52	Building materials, hardware, garden supply, and mobile home dealers -----	137	54 816	5 612	1 431	751
525	Hardware stores -----	22	(D)	703	172	113
52 ex. 525	Other -----	115	(D)	4 909	1 259	638
53	General merchandise group stores -----	45	92 732	12 657	2 772	2 772
531	Department stores <sup>3</sup> -----	11	81 289	11 125	2 415	2 497
533	Variety stores -----	13	(D)	757	169	159
539	Miscellaneous general merchandise stores -----	21	(D)	775	188	116
54	Food stores <sup>4</sup> -----	190	160 613	14 136	3 640	2 086
541	Grocery stores -----	96	147 068	12 133	3 125	1 698
55 ex. 554	Automotive dealers -----	136	144 143	13 480	3 280	1 113
554	Gasoline service stations -----	150	52 987	3 076	805	620
56	Apparel and accessory stores -----	186	32 170	4 965	1 228	832
561	Men's and boys' clothing and furnishings stores -----	25	5 112	996	247	135
562, 3, 8	Women's clothing and specialty stores and furriers -----	104	15 213	2 465	627	444
562	Women's ready-to-wear stores -----	93	13 863	2 271	580	405
565	Family clothing stores -----	11	(D)	629	148	106
566	Shoe stores -----	30	(D)	767	181	128
564, 9	Other apparel and accessory stores -----	16	727	108	25	19
57	Furniture, home furnishings, and equipment stores -----	214	62 221	9 052	2 121	866
5712	Furniture stores -----	68	31 897	5 060	1 155	431
5713, 4, 9	Home furnishings stores -----	78	12 379	1 720	416	208
572, 3	Household appliance, radio, television, and music stores -----	68	17 945	2 272	550	227
58	Eating and drinking places -----	317	74 813	18 396	4 851	5 050
5812	Eating places -----	274	70 458	17 806	4 696	4 886
5813	Drinking places (alcoholic beverages) -----	43	4 355	590	155	164
591	Drug and proprietary stores -----	43	(D)	3 628	926	543
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	599	(D)	8 638	2 128	1 297
592	Liquor stores -----	25	14 318	992	239	143
594	Miscellaneous shopping goods stores -----	261	25 290	4 084	998	638
5992	Florists -----	25	(D)	596	150	113

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Sarasota SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Sarasota</b>			
	Retail stores <sup>3</sup> -----	(NA)	40.9	66.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	-23.7	5.6
525	Hardware stores -----	(NA)	(D)	51.0
52 ex. 525	Other -----	(NA)	(D)	3.0
53	General merchandise group stores -----	(NA)	(D)	45.7
531	Department stores <sup>4</sup> -----	(NA)	30.4	55.4
533	Variety stores -----	(NA)	51.9	-24.7
539	Miscellaneous general merchandise stores -----	(NA)	4.4	30.1
54	Food stores <sup>5</sup> -----	(NA)	47.2	80.8
541	Grocery stores -----	(NA)	(D)	81.1
55 ex. 554	Automotive dealers -----	(NA)	13.9	60.0
554	Gasoline service stations -----	(NA)	102.9	101.9
56	Apparel and accessory stores -----	(NA)	24.1	41.5
561	Men's and boys' clothing and furnishings stores -----	(NA)	44.6	42.5
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	41.2
562	Women's ready-to-wear stores -----	(NA)	31.0	43.1
565	Family clothing stores -----	(NA)	(D)	58.3
566	Shoe stores -----	(NA)	1.8	(D)
564, 9	Other apparel and accessory stores -----	(NA)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	(NA)	16.7	60.3
5712	Furniture stores -----	(NA)	-10.5	66.3
5713, 4, 9	Home furnishings stores -----	(NA)	59.3	78.3
572, 3	Household appliance, radio, television, and music stores -----	(NA)	13.7	41.4
58	Eating and drinking places -----	(NA)	129.2	150.9
5812	Eating places -----	(NA)	(D)	158.0
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	74.1
591	Drug and proprietary stores -----	(NA)	43.9	54.1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	126.9	103.0
592	Liquor stores -----	(NA)	42.4	(D)
594	Miscellaneous shopping goods stores -----	(NA)	95.1	97.2
5992	Florists -----	(NA)	(D)	79.2

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Sarasota</b>					
	Retail stores <sup>1</sup> -----	14.6	6.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	17.3	6.7	7.0	5.9	7.1
525	Hardware stores -----	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	17.2	6.5	(D)	(D)	(D)
53	General merchandise group stores -----	1.2	(D)	(D)	(D)	12.1
531	Department stores <sup>2</sup> -----	-	-	-	15.4	10.6
533	Variety stores -----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	20.9	20.9
541	Grocery stores -----	6.3	(D)	(D)	(D)	19.1
55 ex. 554	Automotive dealers -----	26.3	8.0	22.0	12.2	18.7
554	Gasoline service stations -----	10.6	4.1	4.2	5.8	6.9
56	Apparel and accessory stores -----	19.9	12.0	7.4	5.4	4.2
561	Men's and boys' clothing and furnishings stores -----	35.3	26.7	2.6	1.1	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	16.1	12.3	3.6	3.2	2.0
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	3.0	1.8
565	Family clothing stores -----	(D)	5.6	(D)	0.1	(D)
566	Shoe stores -----	(D)	4.8	(D)	0.8	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.1
57	Furniture, home furnishings, and equipment stores -----	30.2	9.9	11.8	5.7	8.1
5712	Furniture stores -----	39.0	6.9	4.2	1.6	4.1
5713, 4, 9	Home furnishings stores -----	8.7	5.1	1.2	2.0	1.6
572, 3	Household appliance, radio, television, and music stores -----	44.1	18.6	6.4	2.1	2.3
58	Eating and drinking places -----	18.1	8.9	12.8	10.3	9.7
5812	Eating places -----	18.7	9.3	12.5	9.7	9.2
5813	Drinking places (alcoholic beverages) -----	7.6	3.6	0.3	0.6	0.6
591	Drug and proprietary stores -----	6.2	3.4	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	23.0	(D)	(D)
592	Liquor stores -----	9.8	(D)	(D)	(D)	1.9
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	4.5	3.3
5992	Florists -----	39.8	(D)	1.3	0.5	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

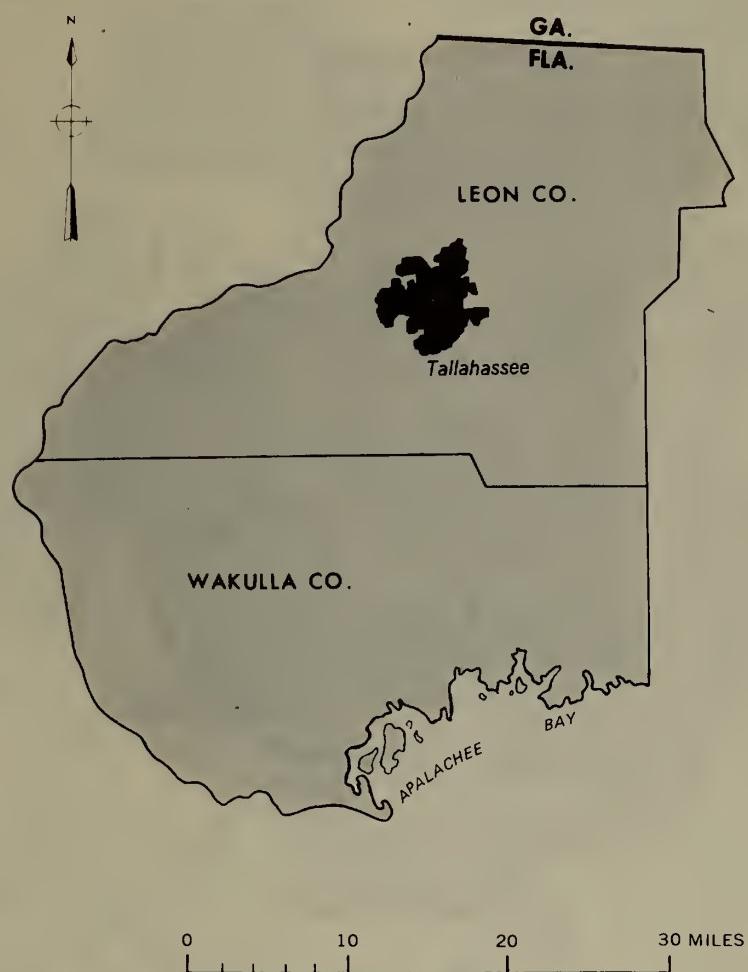
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# TALLAHASSEE

## Standard Metropolitan Statistical Area



# TALLAHASSEE

## Central Business District

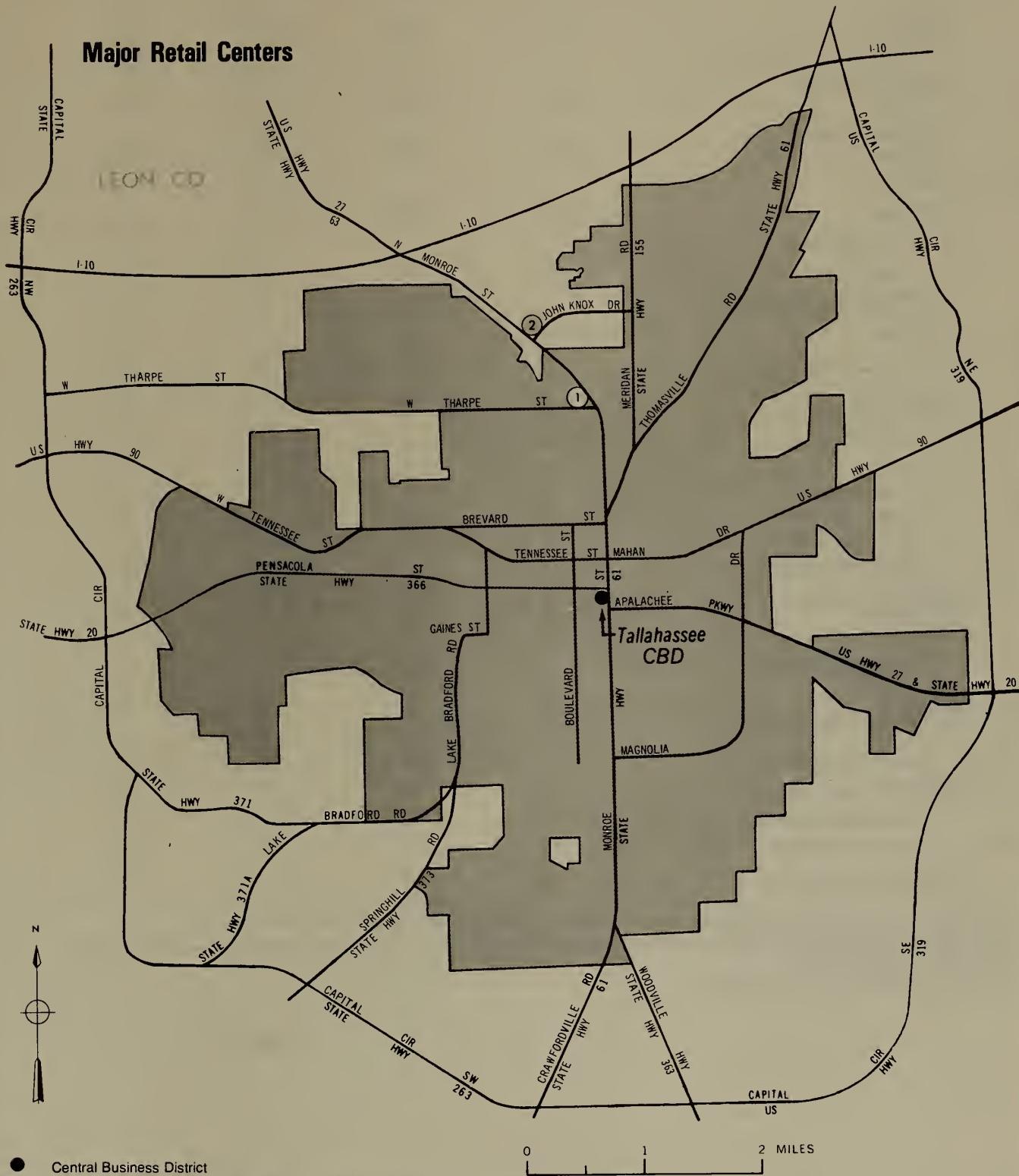


Comprising Census Tract 1

0      1000      2000      3000 FEET

# TALLAHASSEE

## Major Retail Centers



- Central Business District
- (1) (2) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	Retail stores: <sup>1, 2</sup>					
	Number -----	1 127	792	76	41	79
	Sales (\$1,000) -----	510 702	(D)	18 962	37 002	57 140
	Payroll entire year (\$1,000) -----	61 789	(D)	3 019	4 385	8 236
	Paid employees for week including March 12 -----	10 019	(D)	595	727	1 447
54, 58, 591	Convenience goods stores:					
	Number -----	380	264	23	7	15
	Sales (\$1,000) -----	174 061	120 080	4 318	21 061	11 768
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>					
	Number -----	340	238	37	29	58
	Sales (\$1,000) -----	137 701	94 963	10 293	14 789	43 723
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	407	290	16	5	6
	Sales (\$1,000) -----	198 940	(D)	4 351	1 152	1 649
	Number of Establishments					
	Retail stores <sup>1, 2</sup> -----	1 127	792	76	41	79
52	Building materials, hardware, garden supply, and mobile home dealers -----	68	50	-	1	-
525	Hardware stores -----	14	12	-	-	-
52 ex. 525	Other -----	54	38	-	1	-
53	General merchandise group stores -----	27	15	2	1	4
531	Department stores <sup>4</sup> -----	8	6	1	1	3
533	Variety stores -----	6	4	1	-	t
539	Miscellaneous general merchandise stores -----	13	5	-	-	-
54	Food stores <sup>5</sup> -----	168	98	3	2	7
541	Grocery stores -----	134	77	2	1	2
55 ex. 554	Automotive dealers -----	78	58	5	-	-
554	Gasoline service stations -----	119	82	4	-	2
56	Apparel and accessory stores -----	97	62	17	13	31
561	Men's and boys' clothing and furnishings stores -----	13	10	3	2	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	30	11	6	14
562	Women's ready-to-wear stores -----	40	26	9	5	13
565	Family clothing stores -----	13	8	2	2	1
566	Shoe stores -----	19	10	-	3	9
564, 9	Other apparel and accessory stores -----	6	4	1	-	1
57	Furniture, home furnishings, and equipment stores -----	98	80	3	5	6
5712	Furniture stores -----	36	32	2	1	2
5713, 4, 9	Home furnishings stores -----	30	21	-	1	1
572, 3	Household appliance, radio, television, and music stores -----	32	27	1	3	3
58	Eating and drinking places -----	187	145	17	4	7
5812	Eating places -----	165	127	16	4	7
5813	Drinking places (alcoholic beverages) -----	22	18	1	-	-
591	Drug and proprietary stores -----	25	21	3	1	t
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	260	181	22	14	21
592	Liquor stores -----	20	17	-	-	-
594	Miscellaneous shopping goods stores -----	118	81	15	10	17
5992	Florists -----	16	12	3	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers or  
central business districts with 100  
retail establishments or more in 1977

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Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tallahassee</b>					
	Retail stores <sup>2</sup> -----	792	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	50	30 180	2 770	640	306
525	Hardware stores -----	12	2 087	(D)	(D)	(D)
52 ex. 525	Other -----	38	28 093	(D)	(D)	(D)
53	General merchandise group stores -----	15	43 844	6 773	1 565	975
531	Department stores <sup>3</sup> -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	675	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	98	75 968	7 162	1 827	1 170
541	Grocery stores -----	77	73 298	6 518	1 688	1 056
55 ex. 554	Automotive dealers -----	58	48 101	5 049	1 134	476
554	Gasoline service stations -----	82	23 298	1 950	464	376
56	Apparel and accessory stores -----	62	18 628	2 727	616	470
561	Men's and boys' clothing and furnishings stores -----	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	(D)	1 480	321	283
562	Women's ready-to-wear stores -----	26	(D)	(D)	(D)	(D)
565	Family clothing stores -----	8	2 547	347	68	39
566	Shoe stores -----	10	(D)	327	86	59
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	80	18 462	3 045	706	367
5712	Furniture stores -----	32	(D)	1 393	323	154
5713, 4, 9	Home furnishings stores -----	21	3 093	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	27	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	145	32 828	8 121	1 950	2 121
5812	Eating places -----	127	30 426	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	18	2 402	(D)	(D)	(D)
591	Drug and proprietary stores -----	21	11 284	1 620	356	203
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	181	(D)	(D)	(D)	(D)
592	Liquor stores -----	17	9 535	748	188	138
594	Miscellaneous shopping goods stores -----	81	14 029	1 933	430	316
5992	Florists -----	12	1 312	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tallahassee, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	1 127	510 702	61 789	14 652	10 019
52	Building materials, hardware, garden supply, and mobile home dealers -----	68	39 031	3 536	818	397
525	Hardware stores -----	14	2 401	197	42	21
52 ex. 525	Other -----	54	36 630	3 339	776	376
53	General merchandise group stores -----	27	68 834	9 850	2 264	1 476
531	Department stores <sup>3</sup> -----	8	59 452	8 980	2 036	1 297
533	Variety stores -----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	13	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	168	112 221	10 074	2 550	1 646
541	Grocery stores -----	134	107 236	9 126	2 352	1 473
55 ex. 554	Automotive dealers -----	78	103 858	10 031	2 315	857
554	Gasoline service stations -----	119	34 423	2 588	629	492
56	Apparel and accessory stores -----	97	28 748	4 062	938	726
561	Men's and boys' clothing and furnishings stores -----	13	3 412	539	141	90
562, 3, 8	Women's clothing and specialty stores and furriers -----	46	14 994	2 002	450	406
562	Women's ready-to-wear stores -----	40	(D)	1 903	427	387
565	Family clothing stores -----	13	(D)	750	169	113
566	Shoe stores -----	19	(D)	599	142	91
564, 9	Other apparel and accessory stores -----	6	976	172	36	26
57	Furniture, home furnishings, and equipment stores -----	98	21 263	3 424	790	414
5712	Furniture stores -----	36	8 817	1 471	338	162
5713, 4, 9	Home furnishings stores -----	30	4 297	704	166	81
572, 3	Household appliance, radio, television, and music stores -----	32	8 149	1 249	286	171
58	Eating and drinking places -----	187	46 961	11 000	2 678	2 913
5812	Eating places -----	165	44 285	10 518	2 540	2 765
5813	Drinking places (alcoholic beverages) -----	22	2 676	482	138	148
591	Drug and proprietary stores -----	25	14 879	2 131	479	280
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	260	40 484	5 093	1 191	818
592	Liquor stores -----	20	11 256	872	221	165
594	Miscellaneous shopping goods stores -----	118	18 856	2 706	599	430
5992	Florists -----	16	1 415	290	62	45

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tallahassee</b>					
	Retail stores <sup>2</sup> -----	114	23 696	3 731	886	834
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	2 623	317	81	79
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	8	1 369	118	32	33
56	Apparel and accessory stores -----	32	4 848	879	205	233
561	Men's and boys' clothing and furnishings stores -----	4	609	114	24	22
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	2 497	412	97	105
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 333	286	71	90
566	Shoe stores -----	6	407	67	13	16
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	10	2 036	257	44	33
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	1 664	208	44	33
58	Eating and drinking places-----	15	2 191	580	129	172
5812	Eating places -----	15	2 191	580	129	172
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	4	1 019	247	61	54
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	31	4 138	780	180	148
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	22	3 424	698	162	127
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

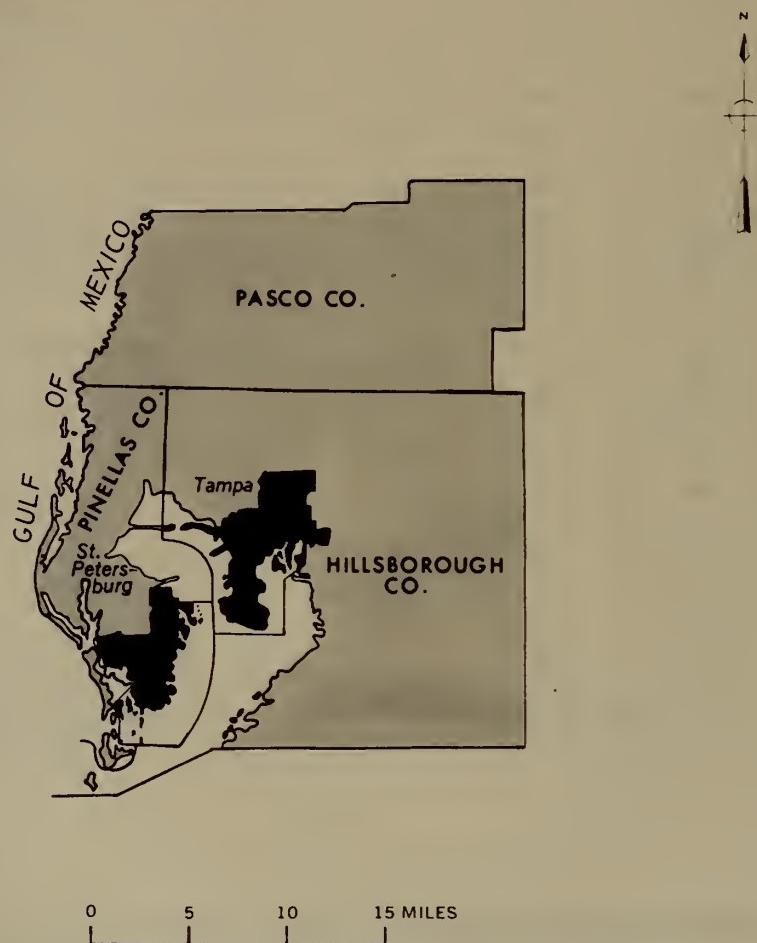
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Tallahassee SMSA in 1977

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Tallahassee SMSA in 1977

## TAMPA-ST. PETERSBURG

### Standard Metropolitan Statistical Area



## **TAMPA-ST. PETERSBURG**

## Tampa Central Business District



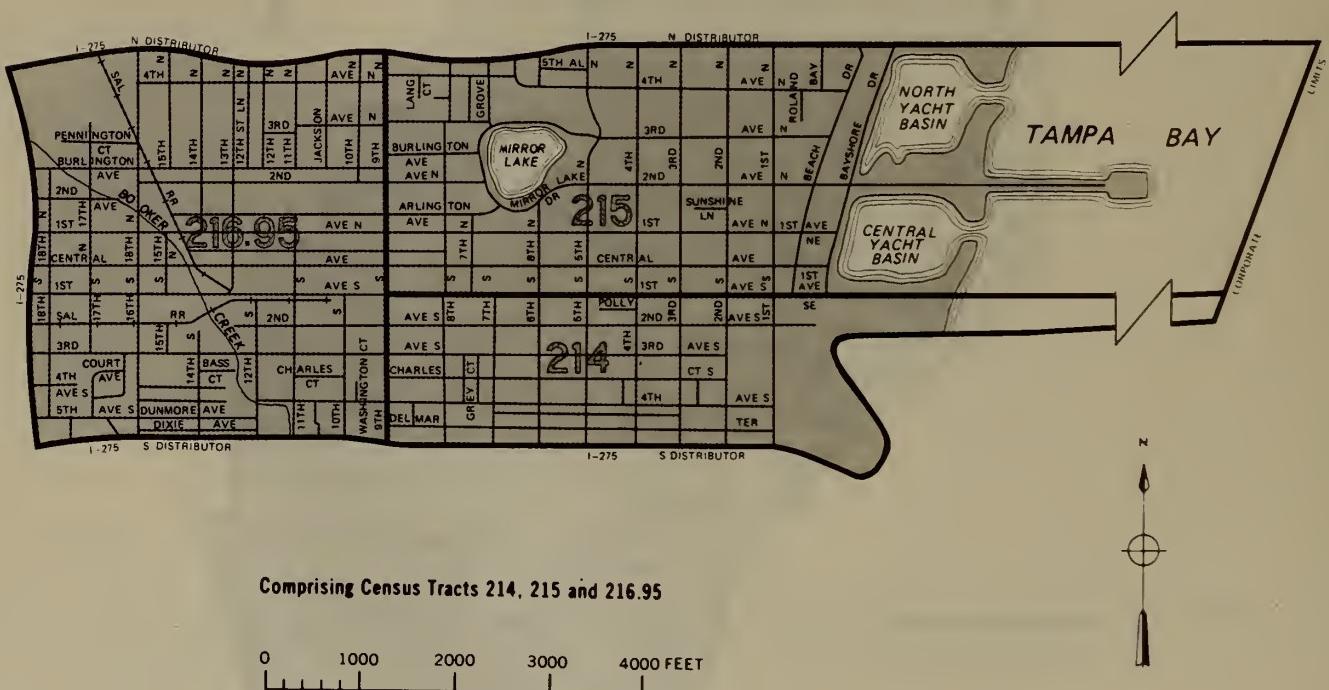
U.S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

# TAMPA-ST. PETERSBURG

## **St. Petersburg**

### **Central Business District**



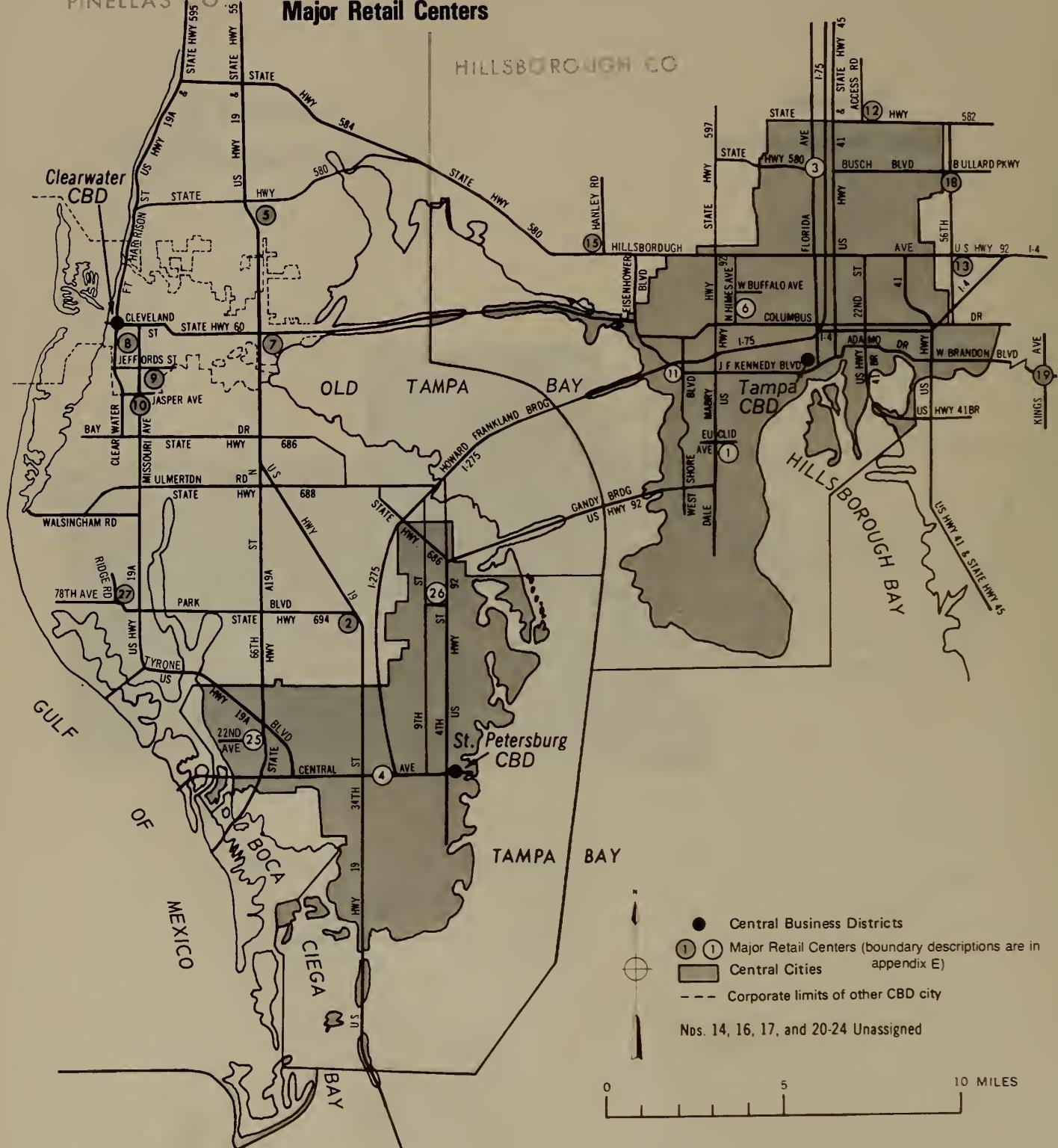
**TAMPA-ST. PETERSBURG****Clearwater  
Central Business District**

Comprising Census Tract 259.01

0 1000 2000 3000 FEET

## **TAMPA-ST. PETERSBURG**

## **Major Retail Centers**



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts			Major retail centers
			Tampa	St. Petersburg	Clearwater	Tampa	St. Petersburg	Clearwater	
54, 58, 591	Retail stores: <sup>1, 2</sup>								
	Number .....	12 051	3 278	1 783	1 003	162	225	60	30
	Sales (\$1,000) .....	4 798 005	1 344 344	879 809	512 241	69 991	72 272	23 069	22 591
	Payroll entire year (\$1,000) .....	574 336	166 566	112 899	65 006	11 312	12 966	3 605	2 904
53, 56, 57; 594	Paid employees for week including March 12 .....	97 612	28 684	17 417	11 601	1 410	2 086	690	490
	Convenience goods stores:								
	Number .....	4 083	1 219	593	302	53	78	17	12
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) .....	1 789 519	437 653	312 471	156 574	10 229	11 969	3 576	(D)
	Shopping goods stores (GAF): <sup>3</sup>								
	Number .....	3 298	882	520	350	68	88	26	16
52	Sales (\$1,000) .....	1 243 656	385 621	277 646	(D)	22 186	48 115	16 808	11 991
	All other stores:								
	Number .....	4 670	1 177	670	351	41	59	17	2
525	Sales (\$1,000) .....	1 764 830	521 070	289 692	(D)	37 576	12 188	2 685	(D)
<b>Number of Establishments</b>									
Retail stores <sup>1, 2</sup> .....	12 051	3 278	1 783	1 003	162	225	60	30	
52 ex. 525	Building materials, hardware, garden supply, and mobile home dealers .....	723	137	86	51	2	3	3	-
	Hardware stores .....	159	28	26	10	-	-	1	-
	Other .....	564	109	60	41	2	3	2	-
53	General merchandise group stores .....	254	58	40	21	4	4	2	3
	Department stores <sup>4</sup> .....	82	24	15	9	-	2	1	2
	Variety stores .....	74	9	11	5	2	2	1	-
539	Miscellaneous general merchandise stores .....	98	25	14	7	2	-	-	1
	Food stores <sup>5</sup> .....	1 705	487	236	95	4	19	3	6
	Grocery stores .....	1 121	334	156	56	1	11	-	3
55 ex. 554	Automotive dealers .....	886	239	101	71	7	8	1	1
	Gasoline service stations .....	1 051	307	149	79	5	4	2	-
	Apparel and accessory stores .....	864	285	149	112	42	31	9	2
561 562, 3, 8	Men's and boys' clothing and furnishings stores .....	135	56	21	17	12	5	2	1
	Women's clothing and specialty stores and furriers .....	355	99	68	52	11	15	3	1
	Women's ready-to-wear stores .....	308	85	59	44	11	12	3	1
565	Family clothing stores .....	89	25	12	6	5	2	1	-
	Shoe stores .....	185	68	33	23	9	6	3	-
	Other apparel and accessory stores .....	100	37	15	14	5	3	-	-
57	Furniture, home furnishings, and equipment stores .....	957	253	155	92	10	18	3	5
	Furniture stores .....	241	74	29	29	6	8	3	1
	Home furnishings stores .....	340	76	64	33	2	8	-	2
572, 3	Household appliance, radio, television, and music stores .....	376	103	62	30	2	2	-	2
	Eating and drinking places .....	2 122	664	307	189	47	53	14	5
	Eating places .....	1 666	503	244	161	40	37	8	3
5812 5813	Drinking places (alcoholic beverages) .....	456	161	63	28	7	16	6	2
	Drug and proprietary stores .....	256	68	50	18	2	6	-	1
	Miscellaneous retail stores <sup>6</sup> .....	3 233	780	510	275	39	79	23	7
592 594 5992	Liquor stores .....	194	46	44	15	1	6	-	-
	Miscellaneous shopping goods stores .....	1 223	286	176	125	12	35	12	6
	Florists .....	206	62	33	12	-	4	2	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.									
		No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	
	Retail stores: <sup>1, 2</sup>										
	Number	59	122	44	106	136	92	76	22	45	
	Sales (\$1,000)	25 782	115 370	34 010	74 484	66 103	56 126	24 582	21 167	37 922	
	Payroll entire year (\$1,000)	3 968	13 254	5 180	11 098	11 551	9 076	3 498	3 352	4 257	
	Paid employees for week including March 12	468	1 998	772	1 834	2 998	2 593	668	531	720	
54, 58, 591	Convenience goods stores:										
	Number	21	32	12	20	27	21	13	7	13	
	Sales (\$1,000)	8 585	31 726	10 036	6 668	4 784	7 725	5 251	4 394	13 261	
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>										
	Number	34	57	24	76	96	55	51	11	22	
	Sales (\$1,000)	16 158	39 231	21 261	66 811	60 133	45 414	18 086	16 203	21 318	
52, 55, 59, ex. 591, 4, 6	All other stores:										
	Number	4	33	8	10	13	16	12	4	10	
	Sales (\$1,000)	1 039	44 413	2 713	1 005	1 186	2 987	1 245	570	3 343	
	<b>Number of Establishments</b>										
	Retail stores <sup>1, 2</sup>	59	122	44	106	136	92	76	22	45	
52	Building materials, hardware, garden supply, and mobile home dealers	-	4	1	1	-	1	-	1	1	
525	Hardware stores	-	1	-	-	-	1	-	-	-	
52 ex. 525	Other	-	3	1	1	-	-	-	1	1	
53	General merchandise group stores	3	5	3	8	3	4	4	1	4	
531	Department stores <sup>4</sup>	3	4	2	5	2	4	2	1	3	
533	Variety stores	-	-	1	-	1	-	1	-	-	
539	Miscellaneous general merchandise stores	-	1	-	1	-	-	1	-	1	
54	Food stores <sup>5</sup>	7	8	4	8	9	5	8	3	6	
541	Grocery stores	2	6	3	2	-	1	2	2	3	
55 ex. 554	Automotive dealers	-	10	3	-	1	1	-	-	1	
554	Gasoline service stations	1	5	1	-	-	-	1	-	3	
56	Apparel and accessory stores	15	21	10	38	52	24	24	4	5	
561	Men's and boys' clothing and furnishings stores	2	4	2	4	11	3	5	1	1	
562, 3, 8	Women's clothing and specialty stores and furriers	5	8	5	16	20	10	9	1	3	
562	Women's ready-to-wear stores	4	6	4	14	18	9	9	-	3	
565	Family clothing stores	2	1	-	4	4	1	-	1	-	
566	Shoe stores	5	6	3	12	15	7	4	1	1	
564, 9	Other apparel and accessory stores	1	2	-	2	2	3	6	-	-	
57	Furniture, home furnishings, and equipment stores	5	11	4	10	9	8	6	3	6	
5712	Furniture stores	-	4	1	1	1	1	1	1	2	
5713, 4, 9	Home furnishings stores	-	1	-	1	1	1	1	-	1	
572, 3	Household appliance, radio, television, and music stores	5	6	3	8	7	6	4	2	3	
58	Eating and drinking places	13	21	7	11	18	15	4	3	5	
5812	Eating places	13	20	6	11	17	15	4	3	5	
5813	Drinking places (alcoholic beverages)	-	1	1	-	1	-	-	-	-	
591	Drug and proprietary stores	1	3	1	1	-	1	1	1	2	
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	14	34	10	31	44	33	28	6	12	
592	Liquor stores	-	1	1	-	-	-	1	-	1	
594	Miscellaneous shopping goods stores	11	20	7	22	32	19	17	3	7	
5992	Florists	1	1	1	1	2	1	2	-	-	

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 11	No. 12	No. 13	No. 15	No. 18	No. 19	No. 25	No. 26	No. 27
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number -----	64	100	60	32	51	87	129	41	49
	Sales (\$1,000) -----	64 771	80 351	30 157	22 125	32 336	50 262	130 653	26 245	26 972
	Payroll entire year (\$1,000) -----	9 838	12 168	4 976	2 319	3 222	5 477	20 469	3 285	3 622
	Paid employees for week including March 12 -----	1 569	2 074	864	609	503	1 040	3 168	577	621
54, 58, 591	<b>Convenience goods stores:</b>									
	Number -----	10	19	15	12	15	24	22	8	11
	Sales (\$1,000) -----	7 349	6 011	1 996	14 832	23 459	28 445	11 528	12 289	11 486
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number -----	50	75	39	10	22	37	92	25	28
	Sales (\$1,000) -----	56 637	73 640	27 514	4 771	6 846	14 047	117 317	12 531	12 752
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number -----	4	6	6	10	14	26	15	8	10
	Sales (\$1,000) -----	785	700	647	2 522	2 031	7 770	1 808	1 425	2 734
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup> -----</b>	64	100	60	32	51	87	129	41	49
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	-	-	2	2	4	-	1	2
525	Hardware stores -----	-	-	-	1	1	1	-	-	1
52 ex. 525	Other -----	-	-	-	1	1	3	-	1	1
53	<b>General merchandise group stores</b> -----	4	4	3	1	3	4	6	3	3
531	Department stores <sup>4</sup> -----	3	4	3	1	1	2	5	2	2
533	Variety stores -----	1	-	-	-	2	-	-	1	1
539	Miscellaneous general merchandise stores -----	-	-	-	-	-	2	1	-	-
54	<b>Food stores<sup>5</sup></b> -----	2	5	5	6	7	8	6	3	6
541	Grocery stores -----	1	-	-	4	4	4	1	1	3
55 ex. 554	<b>Automotive dealers</b> -----	1	-	-	3	3	9	-	1	1
554	Gasoline service stations -----	-	-	1	5	2	9	1	-	1
56	<b>Apparel and accessory stores</b> -----	26	46	17	3	6	16	54	7	11
561	Men's and boys' clothing and furnishings stores -----	6	9	3	-	1	2	13	1	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-	-	-	-	-	-	-	-	-
562	Women's ready-to-wear stores -----	7	13	4	2	3	6	23	3	4
565	Family clothing stores -----	7	12	4	2	3	6	21	3	4
566	Shoe stores -----	3	5	3	-	-	-	1	1	-
564, 9	Other apparel and accessory stores -----	7	16	6	-	1	6	15	1	4
57	<b>Furniture, home furnishings, and equipment stores</b> -----	3	3	1	1	1	2	2	1	2
5712	Furniture stores -----	5	6	4	-	6	8	9	5	6
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	1	1	-	-	-	1	1	1	1
58	<b>Eating and drinking places</b> -----	4	5	4	-	6	7	7	4	5
5812	Eating places -----	7	13	10	4	5	13	15	4	3
5813	Drinking places (alcoholic beverages) -----	-	1	1	-	2	1	-	-	-
591	<b>Drug and proprietary stores</b> -----	1	1	-	2	3	3	1	1	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	18	25	20	6	14	13	37	16	14
592	Liquor stores -----	-	-	-	-	-	-	-	1	-
594	Miscellaneous shopping goods stores -----	15	19	15	6	7	9	23	10	8
5992	Florists -----	1	1	1	-	1	-	3	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tampa CBD</b>					
	Retail stores <sup>2</sup> -----	162	69 991	11 312	2 849	1 410
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	4	(D)	(D)	(D)	(D)
541	Grocery stores-----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	5	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	42	12 383	3 272	836	381
561	Men's and boys' clothing and furnishings stores-----	12	4 013	1 045	272	147
562, 3, 8	Women's clothing and specialty stores and fitters-----	11	2 316	395	106	74
562	Women's ready-to-wear stores-----	11	(D)	(D)	(D)	(D)
565	Family clothing stores-----	5	(D)	(D)	(D)	(D)
566	Shoe stores-----	9	998	203	49	26
564, 9	Other apparel and accessory stores-----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	10	2 724	564	150	84
5712	Furniture stores-----	6	1 447	331	79	35
5713, 4, 9	Home furnishings stores-----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	47	5 883	1 530	377	354
5812	Eating places-----	40	5 222	1 400	339	323
5813	Drinking places (alcoholic beverages)-----	7	661	130	38	31
591	Drug and proprietary stores-----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	39	5 017	912	234	120
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	12	(D)	(D)	(D)	(D)
5992	Florists-----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

(For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps)

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Petersburg CBD</b>					
	Retail stores <sup>2</sup> -----	226	86 680	14 196	3 468	2 169
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	19	2 734	291	73	52
541	Grocery stores -----	11	2 065	221	46	34
55 ex. 554	Automotive dealers -----	8	837	80	47	11
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	31	6 787	1 481	426	233
561	Men's and boys' clothing and furnishings stores -----	5	846	183	42	28
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	3 112	784	223	143
562	Women's ready-to-wear stores -----	12	3 020	776	221	140
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	2 093	413	135	44
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	6 726	2 212	294	139
5712	Furniture stores -----	8	5 629	1 917	224	101
5713, 4, 9	Home furnishings stores -----	8	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	53	6 644	1 663	482	516
5812	Eating places -----	37	5 165	1 430	419	451
5813	Drinking places (alcoholic beverages) -----	16	1 479	233	63	65
591	Drug and proprietary stores -----	6	2 591	387	103	59
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	79	13 066	1 754	445	213
592	Liquor stores -----	6	2 762	203	45	30
594	Miscellaneous shopping goods stores -----	35	(D)	(D)	(D)	(D)
5992	Florists -----	4	482	123	29	19

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	Retail stores <sup>2</sup> -----	122	115 370	13 254	3 229	1 998
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 640	241	55	31
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	26 464	3 723	981	638
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	22 824	1 918	469	284
541	Grocery stores-----	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	10	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	5	2 417	121	26	22
56	Apparel and accessory stores-----	21	4 474	695	175	130
561, 3, 8	Men's and boys' clothing and furnishings stores -----	4	319	85	20	13
562	Women's clothing and specialty stores and furriers -----	8	2 602	391	97	72
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	1 124	164	48	34
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	11	3 218	369	89	41
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	6	1 750	177	44	21
58	Eating and drinking places-----	21	5 630	1 281	315	359
5812	Eating places -----	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	3 272	424	103	67
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	34	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	20	5 075	687	149	106
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	<b>Retail stores<sup>2</sup></b>	106	74 484	11 098	2 584	1 834
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	1	(D)	(D)	(D)	(D)
525	Hardware stores	—	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	6	50 076	7 224	1 672	1 123
531	Department stores <sup>3</sup>	5	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	8	(D)	(D)	(D)	(D)
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	—	—	—	—	—
554	<b>Gasoline service stations</b>	—	—	—	—	—
56	<b>Apparel and accessory stores</b>	38	8 984	1 197	287	206
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	16	3 932	503	132	110
562	Women's ready-to-wear stores	14	(D)	(D)	(D)	(D)
565	Family clothing stores	4	1 316	120	22	20
566	Shoe stores	12	2 550	373	81	49
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	10	2 889	355	94	48
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	8	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	11	4 614	1 038	235	238
5812	Eating places	11	4 614	1 038	235	238
5813	Drinking places (alcoholic beverages)	—	—	—	—	—
591	<b>Drug and proprietary stores</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	31	(D)	(D)	(D)	(D)
592	Liquor stores	—	—	—	—	—
594	Miscellaneous shopping goods stores	22	4 862	778	171	118
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	Retail stores <sup>2</sup> -----	136	66 103	11 551	2 698	2 998
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	9	1 008	151	39	42
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	52	11 490	1 512	383	290
561	Men's and boys' clothing and furnishings stores -----	11	2 953	414	109	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	4 484	565	133	117
562	Women's ready-to-wear stores -----	18	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	2 483	358	97	69
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	2 320	253	68	35
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	18	3 776	1 039	231	232
5812	Eating places -----	17	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	-	-	-	-	-
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	44	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	32	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 12</b>					
	Retail stores <sup>2</sup> -----	100	80 351	12 168	2 857	2 074
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	52 898	8 009	1 877	1 268
531	Department stores <sup>3</sup> -----	4	52 898	8 009	1 877	1 268
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	5	(D)	(D)	(D)	(D)
541	Grocery stores-----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations-----	-	-	-	-	-
56	Apparel and accessory stores-----	46	13 185	1 711	411	326
561	Men's and boys' clothing and furnishings stores-----	9	2 876	418	106	69
562, 3, 8	Women's clothing and specialty stores and furriers-----	13	5 109	586	142	126
562	Women's ready-to-wear stores-----	12	(D)	(D)	(D)	(D)
565	Family clothing stores-----	5	1 992	196	42	45
566	Shoe stores-----	16	2 855	436	101	69
564, 9	Other apparel and accessory stores-----	3	353	75	20	17
57	Furniture, home furnishings, and equipment stores-----	6	1 725	228	52	30
5712	Furniture stores-----	-	-	-	-	-
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	13	3 665	978	247	238
5812	Eating places-----	12	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	25	6 532	961	207	176
592	Liquor stores-----	-	-	-	-	-
594	Miscellaneous shopping goods stores-----	19	5 832	798	169	152
5992	Florists-----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 25</b>					
	Retail stores <sup>2</sup> -----	129	130 653	20 469	5 028	3 168
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	6	86 880	14 408	3 577	2 072
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	5 251	512	137	97
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	54	18 543	2 277	564	398
561	Men's and boys' clothing and furnishings stores -----	13	4 478	592	154	101
562, 3, 8	Women's clothing and specialty stores and furners -----	23	8 933	1 039	241	199
562	Women's ready-to-wear stores -----	21	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	4 118	553	144	80
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	9	2 982	356	69	43
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	15	(D)	(D)	(D)	(D)
5812	Eating places -----	15	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	37	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	23	8 912	1 244	279	186
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tampa</b>					
	Retail stores <sup>2</sup> -----	3 278	1 344 344	166 566	40 537	28 884
52	Building materials, hardware, garden supply, and mobile home dealers -----	137	37 773	4 809	1 123	588
525	Hardware stores -----	28	4 629	826	180	109
52 ex. 525	Other -----	109	33 144	3 983	943	479
53	General merchandise group stores -----	58	209 313	31 169	7 447	6 210
531	Department stores <sup>3</sup> -----	24	187 909	28 756	6 922	5 781
533	Variety stores -----	9	(D)	1 045	228	192
539	Miscellaneous general merchandise stores -----	25	(D)	1 368	297	237
54	Food stores <sup>4</sup> -----	487	246 804	21 662	5 249	3 755
541	Grocery stores -----	334	227 878	19 197	4 584	3 240
55 ex. 554	Automotive dealers -----	239	327 549	28 960	6 894	2 477
554	Gasoline service stations -----	307	98 659	5 736	1 483	1 181
56	Apparel and accessory stores -----	285	64 939	11 451	2 691	1 736
561	Men's and boys' clothing and furnishings stores -----	56	16 675	3 129	798	469
562, 3, 8	Women's clothing and specialty stores and furriers -----	99	23 334	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	85	22 225	3 643	752	598
565	Family clothing stores -----	25	9 414	2 025	499	215
566	Shoe stores -----	68	(D)	1 946	468	309
564, 9	Other apparel and accessory stores -----	37	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	253	71 936	9 832	2 442	1 173
5712	Furniture stores -----	74	29 088	4 104	1 027	453
5713, 4, 9	Home furnishings stores -----	76	11 525	1 756	433	246
572, 3	Household appliance, radio, television, and music stores -----	103	31 323	3 972	982	474
58	Eating and drinking places -----	664	149 045	35 210	8 788	8 954
5812	Eating places -----	503	132 370	32 234	8 026	8 200
5813	Drinking places (alcoholic beverages) -----	161	16 675	2 976	762	754
591	Drug and proprietary stores -----	68	41 804	5 236	1 366	760
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	780	96 522	12 501	3 054	2 050
592	Liquor stores -----	46	19 809	1 757	400	304
594	Miscellaneous shopping goods stores -----	286	39 433	5 894	1 432	1 000
5992	Florists -----	62	3 981	712	193	143

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Petersburg</b>					
	Retail stores <sup>2</sup> -----	1 783	879 809	112 899	27 620	17 417
52	Building materials, hardware, garden supply, and mobile home dealers -----	86	29 505	3 694	851	433
525	Hardware stores -----	26	4 375	675	155	112
52 ex. 525	Other -----	60	25 130	3 019	696	321
53	General merchandise group stores -----	40	174 258	27 535	6 970	4 377
531	Department stores <sup>3</sup> -----	15	154 489	25 105	6 308	3 902
533	Variety stores -----	11	5 862	1 095	298	229
539	Miscellaneous general merchandise stores -----	14	13 907	1 335	364	246
54	Food stores <sup>4</sup> -----	236	214 780	19 454	4 451	2 626
541	Grocery stores -----	156	203 225	17 665	3 979	2 241
55 ex. 554	Automotive dealers -----	101	170 121	15 660	3 809	1 373
554	Gasoline service stations -----	149	48 929	3 745	945	677
56	Apparel and accessory stores -----	149	37 366	5 561	1 427	926
561	Men's and boys' clothing and furnishings stores -----	21	6 863	1 091	281	176
562, 3, 8	Women's clothing and specialty stores and furriers -----	68	17 574	2 567	641	479
562	Women's ready-to-wear stores -----	59	(D)	2 451	612	456
565	Family clothing stores -----	12	2 183	236	53	37
566	Shoe stores -----	33	(D)	1 425	389	195
564, 9	Other apparel and accessory stores -----	15	(D)	242	63	39
57	Furniture, home furnishings, and equipment stores -----	155	32 819	5 964	1 230	570
5712	Furniture stores -----	29	11 832	2 937	465	212
5713, 4, 9	Home furnishings stores -----	64	8 896	1 295	293	140
572, 3	Household appliance, radio, television, and music stores -----	62	12 091	1 732	472	218
58	Eating and drinking places -----	307	70 593	18 237	4 714	4 533
5812	Eating places -----	244	65 240	17 303	4 461	4 287
5813	Drinking places (alcoholic beverages) -----	63	5 353	934	253	246
591	Drug and proprietary stores -----	50	27 098	3 889	955	559
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	510	74 340	9 160	2 268	1 343
592	Liquor stores -----	44	16 378	1 152	259	179
594	Miscellaneous shopping goods stores -----	176	33 203	4 777	1 198	655
5992	Florists -----	33	3 719	850	191	144

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Clearwater</b>					
	Retail stores <sup>2</sup> -----	1 003	512 241	65 006	16 402	11 601
52	Building materials, hardware, garden supply, and mobile home dealers -----	51	18 849	2 134	493	222
525	Hardware stores -----	10	1 269	241	59	26
52 ex. 525	Other -----	41	17 580	1 893	434	196
53	General merchandise group stores -----	21	(D)	12 400	2 914	3 022
531	Department stores <sup>3</sup> -----	9	75 700	11 840	2 793	2 910
533	Variety stores-----	5	(D)	368	101	84
539	Miscellaneous general merchandise stores-----	7	(D)	192	20	28
54	Food stores <sup>4</sup> -----	95	85 119	7 788	1 870	1 176
541	Grocery stores-----	56	(D)	6 940	1 645	979
55 ex. 554	Automotive dealers -----	71	152 030	13 979	3 497	1 042
554	Gasoline service stations-----	79	24 019	1 675	433	275
56	Apparel and accessory stores-----	112	19 680	2 921	737	517
561	Men's and boys' clothing and furnishings stores -----	17	(D)	499	131	84
562, 3, 8	Women's clothing and specialty stores and furriers -----	52	9 401	1 347	318	260
562	Women's ready-to-wear stores -----	44	(D)	1 106	257	221
565	Family clothing stores -----	6	(D)	229	52	34
566	Shoe stores -----	23	(D)	703	207	112
564, 9	Other apparel and accessory stores -----	14	(D)	143	29	27
57	Furniture, home furnishings, and equipment stores-----	92	26 270	3 871	869	401
5712	Furniture stores -----	29	12 139	1 669	353	151
5713, 4, 9	Home furnishings stores -----	33	(D)	847	209	110
572, 3	Household appliance, radio, television, and music stores-----	30	(D)	1 355	307	140
58	Eating and drinking places-----	189	60 220	14 973	4 321	4 124
5812	Eating places -----	161	57 656	14 546	4 210	4 005
5813	Drinking places (alcoholic beverages) -----	28	2 564	427	111	119
591	Drug and proprietary stores -----	18	11 235	1 387	348	189
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	275	(D)	3 878	920	633
592	Liquor stores -----	15	8 903	556	133	82
594	Miscellaneous shopping goods stores -----	125	13 847	1 809	412	315
5992	Florists -----	12	(D)	264	72	58

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tampa-St. Petersburg, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	12 051	4 798 005	574 336	140 580	97 612
52	Building materials, hardware, garden supply, and mobile home dealers -----	723	219 664	26 512	6 301	3 117
525	Hardware stores -----	159	28 026	4 357	1 019	668
52 ex. 525	Other -----	564	191 638	22 155	5 282	2 449
53	General merchandise group stores -----	254	723 703	105 715	25 208	19 350
531	Department stores <sup>3</sup> -----	82	633 168	94 738	22 524	17 220
533	Variety stores -----	74	33 503	5 685	1 477	1 267
539	Miscellaneous general merchandise stores -----	98	57 032	5 292	1 207	863
54	Food stores <sup>4</sup> -----	1 705	1 160 862	101 732	24 409	16 933
541	Grocery stores -----	1 121	1 095 377	92 129	21 820	14 861
55 ex. 554	Automotive dealers -----	886	979 728	87 764	20 966	7 566
554	Gasoline service stations-----	1 051	342 165	21 509	5 534	4 047
56	Apparel and accessory stores-----	864	169 527	27 248	6 642	4 527
561	Men's and boys' clothing and furnishings stores -----	135	32 850	5 754	1 480	894
562, 3, 8	Women's clothing and specialty stores and fumers -----	355	64 624	9 684	2 246	1 795
562	Women's ready-to-wear stores -----	308	60 066	8 973	2 070	1 649
565	Family clothing stores -----	89	30 854	5 317	1 267	784
566	Shoe stores -----	185	34 355	5 350	1 359	833
564, 9	Other apparel and accessory stores -----	100	6 844	1 143	290	221
57	Furniture, home furnishings, and equipment stores-----	957	221 574	30 704	7 239	3 416
5712	Furniture stores -----	241	90 230	13 234	2 922	1 324
5713, 4, 9	Home furnishings stores -----	340	44 240	5 952	1 421	739
572, 3	Household appliance, radio, television, and music stores -----	376	87 104	11 518	2 896	1 353
58	Eating and drinking places-----	2 122	465 257	111 152	28 891	29 117
5812	Eating places -----	1 666	419 949	103 691	27 051	27 247
5813	Drinking places (alcoholic beverages) -----	456	45 308	7 461	1 840	1 870
591	Drug and proprietary stores -----	256	163 400	21 355	5 294	2 868
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	3 233	352 125	40 645	10 096	6 671
592	Liquor stores -----	194	88 162	6 154	1 471	1 000
594	Miscellaneous shopping goods stores -----	1 223	128 852	18 069	4 391	3 102
5992	Florists -----	206	14 950	2 941	750	595

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Tampa</b>					
	<b>Retail stores<sup>2</sup></b>	226	68 782	12 106	2 868	2 440
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	1	(D)	(D)	(D)	(D)
525	Hardware stores	—	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	8	12 429	3 924	982	854
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	3	2 562	530	138	124
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	8	1 591	134	27	24
55 ex. 554	<b>Automotive dealers</b>	9	25 819	2 661	636	318
554	<b>Gasoline service stations</b>	11	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	54	9 005	1 750	402	350
561	Men's and boys' clothing and furnishings stores	16	3 881	937	205	156
562, 3, 8	Women's clothing and specialty stores and furriers	13	2 473	377	98	100
562	Women's ready-to-wear stores	10	2 321	352	91	94
565	Family clothing stores	5	574	87	21	21
566	Shoe stores	13	1 666	261	55	42
564, 9	Other apparel and accessory stores	7	411	88	23	31
57	<b>Furniture, home furnishings, and equipment stores</b>	13	3 292	613	135	89
5712	Furniture stores	7	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	1 649	258	59	36
58	<b>Eating and drinking places</b>	63	6 545	1 433	334	483
5812	Eating places	51	5 588	1 301	302	439
5813	Drinking places (alcoholic beverages)	12	957	132	32	44
591	<b>Drug and proprietary stores</b>	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	56	6 942	1 144	245	219
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	24	4 835	845	193	172
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

(For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report)

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Petersburg</b>					
	Retail stores <sup>2</sup> -----	233	108 496	14 922	3 933	3 454
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	(D)	(D)	(D)
54	Food stores -----	9	853	55	16	21
55 ex. 554	Automotive dealers -----	9	25 967	2 398	544	263
554	Gasoline service stations -----	6	452	46	23	14
56	Apparel and accessory stores -----	44	9 460	1 689	450	358
561	Men's and boys' clothing and furnishings stores -----	8	1 684	364	89	61
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	4 631	705	196	171
562	Women's ready-to-wear stores -----	18	4 404	681	187	160
565	Family clothing stores -----	3	1 689	331	92	80
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	(D)	(D)	(D)	(D)
5712	Furniture stores -----	4	2 568	477	118	70
5713, 4, 9	Home furnishings stores -----	6	257	43	10	14
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	56	5 792	1 611	481	612
5812	Eating places -----	42	4 968	1 512	456	583
5813	Drinking places (alcoholic beverages) -----	14	824	99	25	29
591	Drug and proprietary stores -----	5	1 346	255	73	56
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	81	9 463	1 176	270	235
592	Liquor stores -----	7	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	46	6 236	855	194	165
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Tampa</b>			
	<b>Retail stores<sup>2</sup></b>	1.8	38.8	59.9
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	(D)	-5.6	20.0
525	Hardware stores	-	17.5	60.9
52 ex. 525	Other	(D)	-8.1	15.6
53	<b>General merchandise group stores</b>	(D)	15.1	44.6
531	Department stores <sup>3</sup>	(D)	(D)	53.4
533	Variety stores	(D)	(D)	-31.3
539	Miscellaneous general merchandise stores	15.3	-22.8	45.5
54	<b>Food stores<sup>4</sup></b>	(D)	43.2	84.8
541	Grocery stores	(NA)	43.4	88.1
55 ex. 554	<b>Automotive dealers</b>	(D)	42.7	49.5
554	<b>Gasoline service stations</b>	140.6	76.3	81.9
56	<b>Apparel and accessory stores</b>	37.5	44.6	47.1
561	Men's and boys' clothing and furnishings stores	3.4	26.2	20.4
562, 3, 8	Women's clothing and specialty stores and furriers	-6.3	46.3	52.3
562	Women's ready-to-wear stores	(D)	(D)	50.6
565	Family clothing stores	(D)	111.6	74.2
566	Shoe stores	-40.1	(D)	49.4
564, 9	Other apparel and accessory stores	(D)	(D)	40.9
57	<b>Furniture, home furnishings, and equipment stores</b>	-17.3	9.3	29.2
5712	Furniture stores	(D)	-21.9	17.0
5713, 4, 9	Home furnishings stores	-6.5	24.5	41.1
572, 3	Household appliance, radio, television, and music stores	(D)	62.0	38.0
58	<b>Eating and drinking places</b>	-10.1	60.6	82.1
5812	Eating places	-6.5	67.0	88.0
5813	Drinking places (alcoholic beverages)	-30.9	23.4	41.2
591	<b>Drug and proprietary stores</b>	-10.5	41.6	47.5
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	-27.7	72.7	83.1
592	Liquor stores	-36.0	36.1	39.0
594	Miscellaneous shopping goods stores	(D)	76.1	96.5
5992	Florists	(D)	32.6	52.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>St. Petersburg</b>			
	Retail stores <sup>2</sup> -----	-20.1	34.5	59.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	-4.2	20.0
525	Hardware stores -----	(D)	31.7	60.9
52 ex. 525	Other -----	(D)	-8.6	15.6
53	<b>General merchandise group stores</b> -----	-45.4	17.9	44.6
531	Department stores <sup>3</sup> -----	-46.6	12.9	53.4
533	Variety stores-----	45.4	(D)	-31.3
539	Miscellaneous general merchandise stores-----	(D)	(D)	45.5
54	<b>Food stores<sup>4</sup></b> -----	220.5	88.7	84.8
541	Grocery stores-----	(NA)	94.5	88.1
55 ex. 554	<b>Automotive dealers</b> -----	-96.8	5.6	49.5
554	<b>Gasoline service stations</b> -----	(D)	56.1	81.9
56	<b>Apparel and accessory stores</b> -----	-28.3	38.1	47.1
561	Men's and boys' clothing and furnishings stores-----	-49.8	7.2	20.4
562, 3, 8	Women's clothing and specialty stores and furriers-----	-32.8	(D)	52.3
562	Women's ready-to-wear stores-----	-31.4	(D)	50.6
565	Family clothing stores-----	(D)	(D)	74.2
566	Shoe stores-----	(D)	62.6	49.4
564, 9	Other apparel and accessory stores-----	(D)	(D)	40.9
57	<b>Furniture, home furnishings, and equipment stores</b> -----	(D)	8.0	29.2
5712	Furniture stores-----	119.2	29.1	17.0
5713, 4, 9	Home furnishings stores-----	(D)	37.2	41.1
572, 3	Household appliance, radio, television, and music stores-----	-26.2	-18.0	38.0
58	<b>Eating and drinking places</b> -----	14.7	58.5	82.1
5812	Eating places-----	4.0	63.5	88.0
5813	Drinking places (alcoholic beverages)-----	79.5	15.0	41.2
591	<b>Drug and proprietary stores</b> -----	92.5	28.0	47.5
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	38.1	62.0	83.1
592	Liquor stores-----	(D)	8.2	39.0
594	Miscellaneous shopping goods stores-----	(D)	91.7	96.5
5992	Florists-----	(D)	75.3	52.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Tampa</b>					
	Retail stores <sup>1</sup> -----	5.2	1.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.8	4.6
525	Hardware stores -----	(D)	(D)	(D)	0.3	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	2.5	4.0
53	General merchandise group stores -----	(D)	(D)	(D)	15.6	15.1
531	Department stores <sup>2</sup> -----	—	—	—	14.0	13.2
533	Variety stores -----	22.1	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	26.1	(D)	(D)	(D)	1.2
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	18.4	24.2
541	Grocery stores -----	(D)	(D)	(D)	17.0	22.8
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	24.4	20.4
554	Gasoline service stations -----	(D)	(D)	(D)	7.3	7.1
56	Apparel and accessory stores -----	19.1	7.3	17.7	4.8	3.5
561	Men's and boys' clothing and furnishings stores -----	24.1	12.2	5.7	1.2	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	9.9	3.6	3.3	1.7	1.3
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.7	1.3
565	Family clothing stores -----	(D)	(D)	(D)	0.7	0.6
566	Shoe stores -----	(D)	2.9	1.4	(D)	0.7
564, 9	Other apparel and accessory stores -----	20.6	(D)	(D)	(D)	0.1
57	Furniture, home furnishings, and equipment stores -----	3.8	1.2	3.9	5.4	4.6
5712	Furniture stores -----	5.0	1.6	2.1	2.2	1.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.9
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.3	1.8
58	Eating and drinking places -----	3.9	1.3	8.4	11.1	9.7
5812	Eating places -----	3.9	1.2	7.5	9.8	8.8
5813	Drinking places (alcoholic beverages) -----	4.0	1.5	0.9	1.2	0.9
591	Drug and proprietary stores -----	(D)	(D)	(D)	3.1	3.4
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	5.2	1.4	7.2	7.2	7.3
592	Liquor stores -----	(D)	(D)	(D)	1.5	1.8
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.9	2.7
5992	Florists -----	—	—	—	0.3	0.3

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more.\* For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>St. Petersburg</b>					
	Retail stores <sup>1</sup> -----	9.9	1.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.4	4.6
525	Hardware stores -----	—	—	—	0.5	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	2.9	4.0
53	General merchandise group stores -----	(D)	(D)	(D)	19.8	15.1
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	17.6	13.2
533	Variety stores-----	(D)	(D)	(D)	0.7	0.7
539	Miscellaneous general merchandise stores-----	—	—	—	1.6	1.2
54	Food stores <sup>3</sup> -----	1.3	0.2	3.1	24.4	24.2
541	Grocery stores-----	1.0	0.2	2.4	23.1	22.8
55 ex. 554	Automotive dealers -----	9.0	1.6	17.6	19.3	20.4
554	Gasoline service stations-----	(D)	(D)	(D)	5.6	7.1
56	Apparel and accessory stores-----	18.2	4.0	7.8	4.2	3.5
561	Men's and boys' clothing and furnishings stores -----	12.3	2.6	1.0	0.8	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	17.7	4.8	3.6	2.0	1.3
562	Women's ready-to-wear stores -----	(D)	5.0	3.5	(D)	1.3
565	Family clothing stores -----	(D)	(D)	(D)	0.2	0.6
566	Shoe stores -----	(D)	6.1	2.4	(D)	0.7
564, 9	Other apparel and accessory stores -----	9.0	(D)	(D)	(D)	0.1
57	Furniture, home furnishings, and equipment stores-----	20.5	3.0	7.8	3.7	4.6
5712	Furniture stores -----	47.6	6.2	6.5	1.3	1.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.0	0.9
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.4	1.8
58	Eating and drinking places-----	9.4	1.4	7.7	8.0	9.7
5812	Eating places -----	7.9	1.2	6.0	7.4	8.8
5813	Drinking places (alcoholic beverages) -----	27.6	3.3	1.7	0.6	0.9
591	Drug and proprietary stores -----	9.6	1.6	3.0	3.1	3.4
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	17.6	3.7	15.1	8.4	7.3
592	Liquor stores -----	16.9	3.1	3.2	1.9	1.8
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	3.8	2.7
5992	Florists -----	13.0	3.2	0.6	0.4	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

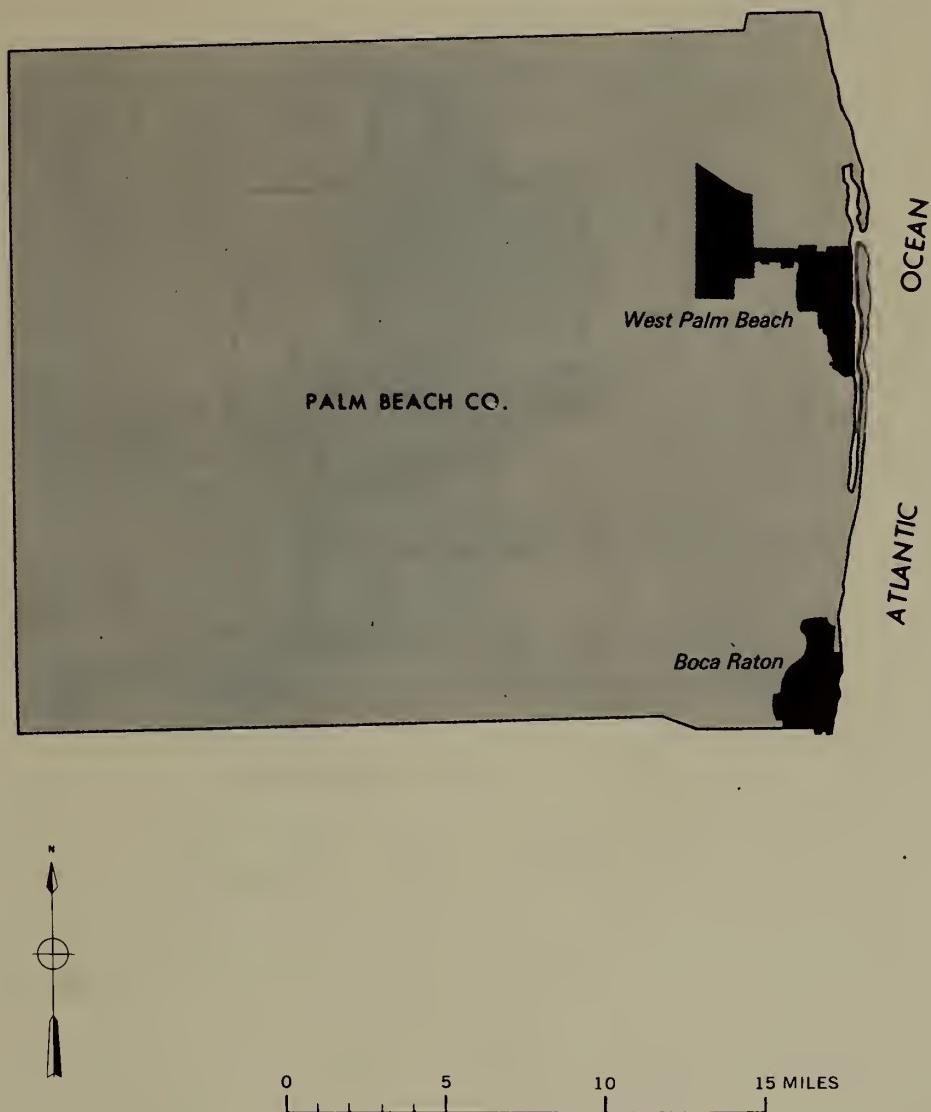
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

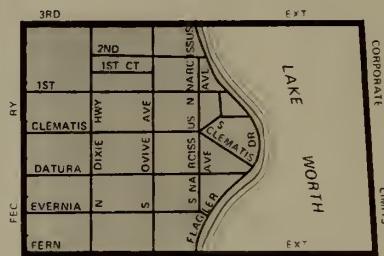
## WEST PALM BEACH-BOCA RATON

**Standard Metropolitan Statistical Area**



## **WEST PALM BEACH-BOCA RATON**

## **West Palm Beach Central Business District**



## **Comprising Census Tract 25**

0 1000 2000 3000 FEET

**WEST PALM BEACH-BOCA RATON**

**Boca Raton**  
**Central Business District**

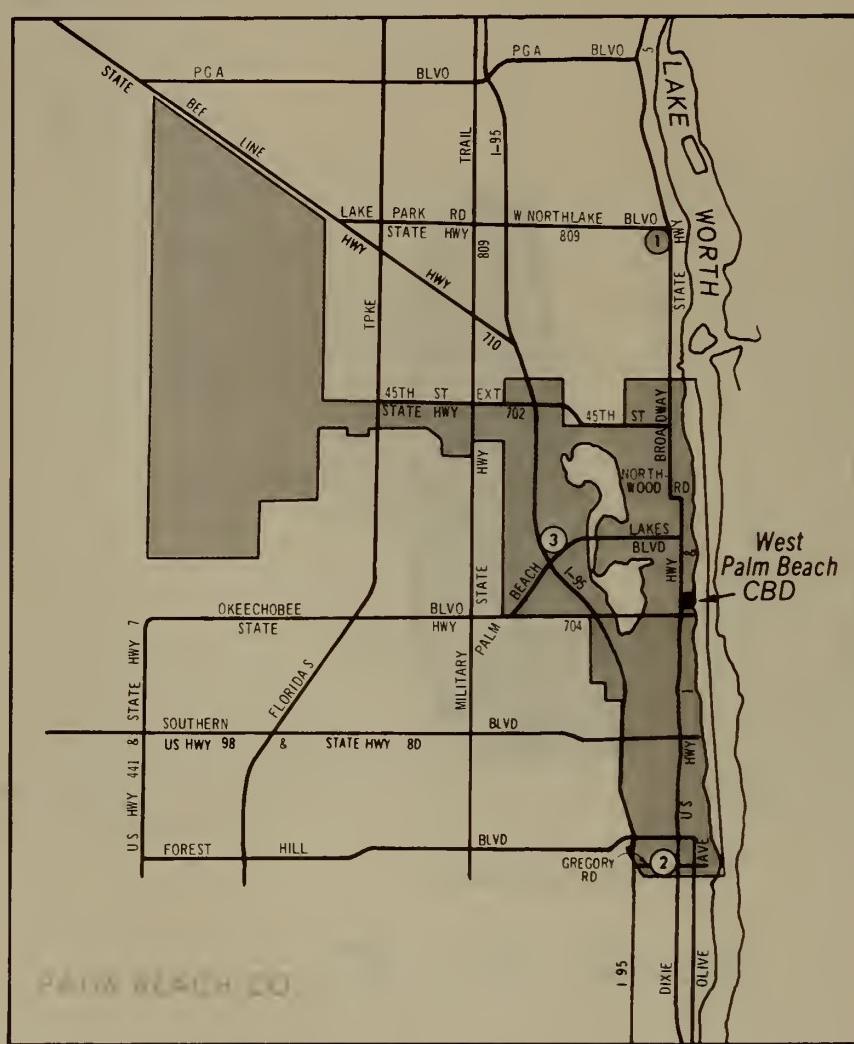


Comprising Census Tract 75.02

0      1000      2000      3000 FEET

## **WEST PALM BEACH-BOCA RATON**

## **West Palm Beach Major Retail Centers**



1  
1

## Central Business District

Major Retail Centers (boundary descriptions are in appendix E)

## Central City

A scale bar representing distance in miles. It features five vertical tick marks labeled 0, 1, 2, 3, and 4 from left to right. The word "MILES" is written in capital letters to the right of the tick mark for 4.

## WEST PALM BEACH-BOCA RATON

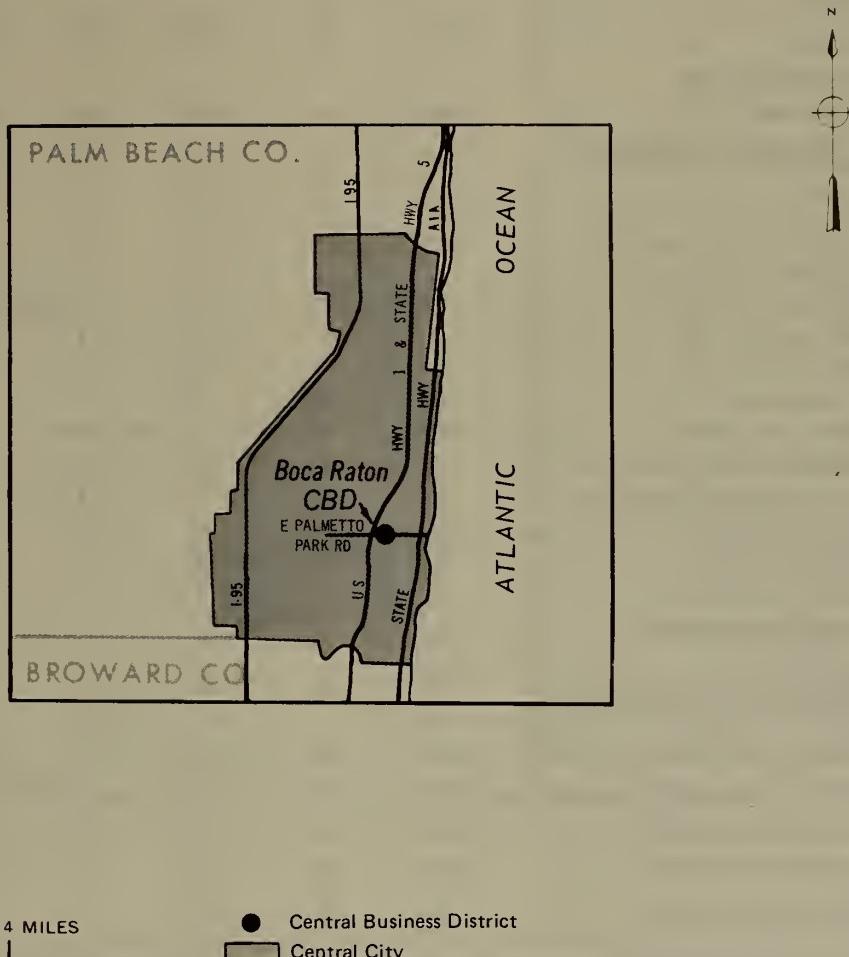
**Boca Raton****Central City**

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			West Palm Beach	Boca Raton	West Palm Beach	Boca Raton	No. 1	No. 2	No. 3
	Retail stores: <sup>1, 2</sup>								
	Number -----	4 864	890	568	70	124	50	43	90
	Sales (\$1,000) -----	1 935 273	515 901	183 999	47 360	45 167	35 600	28 389	91 892
	Payroll entire year (\$1,000) -----	235 660	64 237	24 810	6 593	5 921	5 214	4 049	11 633
	Paid employees for week including March 12 -----	37 932	10 737	4 285	1 089	1 062	865	685	1 984
54, 58, 591	Convenience goods stores:								
	Number -----	1 493	291	154	18	25	11	6	11
	Sales (\$1,000) -----	680 982	(D)	75 438	4 067	12 057	3 418	9 305	10 146
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>								
	Number -----	1 659	298	252	35	79	34	31	71
	Sales (\$1,000) -----	542 168	183 154	(D)	25 979	29 139	31 899	18 323	80 125
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number -----	1 712	301	162	17	20	5	6	8
	Sales (\$1,000) -----	712 123	(D)	17 314	3 971	283	761		1 621
	<b>Number of Establishments</b>								
	Retail stores <sup>1, 2</sup> -----	4 864	890	568	70	124	50	43	90
52	Building materials, hardware, garden supply, and mobile home dealers -----	280	38	25	3	5	-	1	1
525	Hardware stores -----	54	9	3	-	1	-	-	-
52 ex. 525	Other -----	226	29	22	3	4	-	1	1
53	General merchandise group stores -----	108	22	11	3	3	3	5	4
531	Department stores <sup>4</sup> -----	26	9	5	1	2	2	3	3
533	Variety stores -----	26	8	2	2	1	1	2	1
539	Miscellaneous general merchandise stores -----	56	5	4	-	-	-	-	-
54	Food stores <sup>5</sup> -----	638	111	60	2	8	3	3	4
541	Grocery stores -----	425	73	33	1	4	1	1	2
55 ex. 554	Automotive dealers -----	302	64	18	3	1	-	-	-
554	Gasoline service stations -----	350	62	24	-	3	-	-	-
56	Apparel and accessory stores -----	516	103	83	13	39	17	12	42
561	Men's and boys' clothing and furnishings stores -----	65	12	14	3	6	2	2	7
562, 3, 8	Women's clothing and specialty stores and furriers -----	264	47	48	6	21	7	2	18
562	Women's ready-to-wear stores -----	228	42	39	6	18	6	2	15
565	Family clothing stores -----	58	6	2	1	1	-	2	-
566	Shoe stores -----	77	29	10	3	7	4	5	13
564, 9	Other apparel and accessory stores -----	52	9	9	-	4	3	3	2
57	Furniture, home furnishings, and equipment stores -----	459	83	80	8	20	4	3	5
5712	Furniture stores -----	149	27	32	2	5	1	1	-
5713, 4, 9	Home furnishings stores -----	181	33	33	2	10	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	129	23	15	4	5	3	2	5
58	Eating and drinking places -----	742	157	84	14	15	7	2	6
5812	Eating places -----	593	111	70	12	13	7	2	6
5813	Drinking places (alcoholic beverages) -----	149	46	14	2	2	-	-	-
591	Drug and proprietary stores -----	113	23	10	2	2	1	1	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	1 356	227	173	22	28	15	16	27
592	Liquor stores -----	104	26	8	-	1	-	-	1
594	Miscellaneous shopping goods stores -----	576	90	78	11	17	10	11	20
5992	Florists -----	89	11	9	-	2	1	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Boca Raton CBD</b>					
	Retail stores <sup>2</sup> -----	124	45 167	5 921	1 700	1 062
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	901	122	22	13
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	991	85	32	20
56	Apparel and accessory stores -----	39	6 360	1 163	315	159
561	Men's and boys' clothing and furnishings stores -----	6	1 098	250	59	31
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	3 600	539	146	92
562	Women's ready-to-wear stores -----	18	3 297	507	138	87
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 473	335	103	32
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	4 336	512	262	83
5712	Furniture stores -----	5	1 898	158	170	35
5713, 4, 9	Home furnishings stores -----	10	1 483	232	54	34
572, 3	Household appliance, radio, television, and music stores -----	5	955	122	38	14
58	Eating and drinking places -----	15	2 778	658	155	145
5812	Eating places -----	13	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	28	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>West Palm Beach</b>					
	Retail stores <sup>2</sup> -----	890	515 901	64 237	16 333	10 737
52	Building materials, hardware, garden supply, and mobile home dealers -----	38	15 575	2 738	607	274
525	Hardware stores -----	9	(D)	996	220	92
52 ex. 525	Other -----	29	(D)	1 742	387	182
53	General merchandise group stores -----	22	110 419	15 788	3 826	3 947
531	Department stores <sup>3</sup> -----	9	100 892	13 973	3 395	3 610
533	Variety stores -----	8	(D)	1 266	306	271
539	Miscellaneous general merchandise stores -----	5	(D)	549	125	66
54	Food stores <sup>4</sup> -----	111	73 512	6 610	1 687	1 013
541	Grocery stores -----	73	67 202	5 707	1 453	829
55 ex. 554	Automotive dealers -----	64	148 250	13 643	3 534	950
554	Gasoline service stations-----	62	18 619	1 299	301	187
56	Apparel and accessory stores-----	103	27 604	3 474	846	591
561	Men's and boys' clothing and furnishings stores -----	12	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	47	13 748	1 701	413	333
562	Women's ready-to-wear stores -----	42	(D)	1 598	389	308
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	29	(D)	920	223	116
564, 9	Other apparel and accessory stores -----	9	(D)	80	21	16
57	Furniture, home furnishings, and equipment stores-----	83	27 979	4 422	1 047	453
5712	Furniture stores -----	27	13 261	2 131	473	195
5713, 4, 9	Home furnishings stores -----	33	7 487	1 346	337	151
572, 3	Household appliance, radio, television, and music stores -----	23	7 231	945	237	107
58	Eating and drinking places-----	157	35 375	8 656	2 543	2 195
5812	Eating places -----	111	30 265	7 748	2 302	1 987
5813	Drinking places (alcoholic beverages)-----	46	5 110	908	241	208
591	Drug and proprietary stores-----	23	(D)	2 271	570	336
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	227	(D)	5 336	1 372	791
592	Liquor stores -----	26	(D)	1 287	322	179
594	Miscellaneous shopping goods stores-----	90	17 152	2 739	697	416
5992	Florists -----	11	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Boca Raton</b>					
	Retail stores <sup>2</sup> -----	568	183 999	24 810	6 582	4 285
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	7 253	1 408	200	96
525	Hardware stores -----	3	875	132	31	16
52 ex. 525	Other -----	22	6 378	1 276	169	80
53	General merchandise group stores -----	11	(D)	4 232	995	786
531	Department stores <sup>3</sup> -----	5	29 324	4 023	940	732
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	60	47 399	4 084	1 054	652
541	Grocery stores-----	33	(D)	3 602	895	571
55 ex. 554	Automotive dealers -----	18	3 829	562	134	54
554	Gasoline service stations-----	24	(D)	1 072	284	161
56	Apparel and accessory stores-----	83	12 510	2 224	601	318
561	Men's and boys' clothing and furnishings stores -----	14	(D)	636	156	70
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	7 243	1 150	316	195
562	Women's ready-to-wear stores -----	39	6 270	1 077	299	181
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	1 891	388	119	45
564, 9	Other apparel and accessory stores -----	9	390	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	80	22 190	3 111	1 038	343
5712	Furniture stores -----	32	12 089	1 879	730	191
5713, 4, 9	Home furnishings stores -----	33	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	15	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	84	20 857	5 006	1 411	1 324
5812	Eating places -----	70	17 762	4 408	1 253	1 200
5813	Drinking places (alcoholic beverages) -----	14	3 095	598	158	124
591	Drug and proprietary stores -----	10	7 182	1 053	255	165
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	173	18 811	2 058	590	406
592	Liquor stores -----	8	(D)	322	88	55
594	Miscellaneous shopping goods stores -----	78	8 211	1 109	337	259
5992	Florists -----	9	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>West Palm Beach-Boca Raton, Fla., SMSA</b>					
	Retail stores <sup>2</sup> -----	4 864	1 935 273	235 660	60 348	37 932
52	Building materials, hardware, garden supply, and mobile home dealers -----	280	81 836	11 624	2 529	1 190
525	Hardware stores -----	54	14 933	2 838	653	313
52 ex. 525	Other -----	226	66 903	8 786	1 876	877
53	General merchandise group stores -----	108	243 226	32 709	7 840	6 749
531	Department stores <sup>3</sup> -----	26	214 098	28 776	6 877	6 065
533	Variety stores -----	26	12 090	2 124	518	445
539	Miscellaneous general merchandise stores -----	56	17 038	1 809	445	239
54	Food stores <sup>4</sup> -----	638	441 456	39 739	10 069	6 244
541	Grocery stores -----	425	412 499	35 323	8 826	5 330
55 ex. 554	Automotive dealers -----	302	413 445	38 333	9 647	2 879
554	Gasoline service stations -----	350	121 408	8 805	2 235	1 406
56	Apparel and accessory stores -----	516	106 497	15 552	4 233	2 577
561	Men's and boys' clothing and furnishings stores -----	65	14 432	2 289	603	313
562, 3, 8	Women's clothing and specialty stores and furriers -----	264	59 286	8 659	2 455	1 543
562	Women's ready-to-wear stores -----	228	54 277	8 082	2 305	1 431
565	Family clothing stores -----	58	13 724	1 814	447	297
566	Shoe stores -----	77	15 369	2 319	592	312
564, 9	Other apparel and accessory stores -----	52	3 686	471	136	112
57	Furniture, home furnishings, and equipment stores -----	459	116 511	17 006	4 300	1 821
5712	Furniture stores -----	149	51 970	7 956	2 090	754
5713, 4, 9	Home furnishings stores -----	181	33 016	5 060	1 214	591
572, 3	Household appliance, radio, television, and music stores -----	129	31 525	3 990	996	476
58	Eating and drinking places -----	742	171 003	41 850	11 607	10 515
5812	Eating places -----	593	151 316	38 426	10 698	9 755
5813	Drinking places (alcoholic beverages) -----	149	19 687	3 424	909	760
591	Drug and proprietary stores -----	113	68 523	9 396	2 318	1 327
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	1 356	171 368	20 646	5 570	3 224
592	Liquor stores -----	104	48 289	3 583	942	543
594	Miscellaneous shopping goods stores -----	576	75 934	10 447	2 810	1 727
5992	Florists -----	89	7 414	1 388	387	274

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>West Palm Beach</b>					
	Retail stores <sup>2</sup> -----	100	55 822	8 757	2 220	1 535
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	3	1 347	272	74	70
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	24	6 222	967	220	216
561	Men's and boys' clothing and furnishings stores -----	3	837	168	28	20
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 813	300	73	78
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	60	10	2	5
57	Furniture, home furnishings, and equipment stores -----	12	9 769	1 980	454	264
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	1 906	250	58	37
58	Eating and drinking places-----	17	1 727	428	109	133
5812	Eating places -----	12	1 206	365	96	119
5813	Drinking places (alcoholic beverages) -----	5	521	63	13	14
591	Drug and proprietary stores -----	4	1 386	200	50	37
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	27	4 746	849	204	149
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	4 368	770	183	137
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Boca Raton</b>			
	Retail stores <sup>3</sup> .....	(NA)	(NA)	64.4
52	Building materials, hardware, garden supply, and mobile home dealers .....	(NA)	(NA)	1.3
525	Hardware stores .....	(NA)	(NA)	60.8
52 ex. 525	Other .....	(NA)	(NA)	-6.4
53	General merchandise group stores .....	(NA)	(NA)	59.4
531	Department stores <sup>4</sup> .....	(NA)	(NA)	75.6
533	Variety stores .....	(NA)	(NA)	-34.3
539	Miscellaneous general merchandise stores .....	(NA)	(NA)	38.4
54	Food stores <sup>5</sup> .....	(NA)	(NA)	77.4
541	Grocery stores .....	(NA)	(NA)	76.8
55 ex. 554	Automotive dealers .....	(NA)	(NA)	64.7
554	Gasoline service stations .....	(NA)	(NA)	80.6
56	Apparel and accessory stores .....	(NA)	(NA)	47.4
561	Men's and boys' clothing and furnishings stores .....	(NA)	(NA)	44.1
562, 3, 8	Women's clothing and specialty stores and furriers .....	(NA)	(NA)	51.3
562	Women's ready-to-wear stores .....	(NA)	(NA)	50.5
565	Family clothing stores .....	(NA)	(NA)	22.4
566	Shoe stores .....	(NA)	(NA)	56.2
564, 9	Other apparel and accessory stores .....	(NA)	(NA)	85.6
57	Furniture, home furnishings, and equipment stores .....	(NA)	(NA)	38.7
5712	Furniture stores .....	(NA)	(NA)	32.3
5713, 4, 9	Home furnishings stores .....	(NA)	(NA)	53.5
572, 3	Household appliance, radio, television, and music stores .....	(NA)	(NA)	35.7
58	Eating and drinking places .....	(NA)	(NA)	105.0
5812	Eating places .....	(NA)	(NA)	112.9
5813	Drinking places (alcoholic beverages) .....	(NA)	(NA)	59.4
591	Drug and proprietary stores .....	(NA)	(NA)	59.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	(NA)	(NA)	81.9
592	Liquor stores .....	(NA)	(NA)	61.6
594	Miscellaneous shopping goods stores .....	(NA)	(NA)	94.4
5992	Florists .....	(NA)	(NA)	61.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Boca Raton</b>					
	Retail stores <sup>1</sup> -----	24.5	2.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	12.4	1.1	2.0	3.9	4.2
525	Hardware stores -----	(D)	(D)	(D)	0.5	0.8
52 ex. 525	Other -----	(D)	(D)	(D)	3.5	3.5
53	General merchandise group stores -----	51.4	(D)	(D)	(D)	12.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	15.9	11.1
533	Variety stores-----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores-----	(D)	-	-	(D)	0.9
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	25.8	22.8
541	Grocery stores-----	15.4	(D)	(D)	(D)	21.3
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	2.1	21.4
554	Gasoline service stations-----	(D)	0.8	2.2	(D)	6.3
56	Apparel and accessory stores-----	50.8	6.0	14.1	6.8	5.5
561	Men's and boys' clothing and furnishings stores -----	(D)	7.6	2.4	(D)	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	49.7	6.1	8.0	3.9	3.1
562	Women's ready-to-wear stores -----	52.6	6.1	7.3	3.4	2.8
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.7
566	Shoe stores -----	77.9	9.6	3.3	1.0	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.2
57	Furniture, home furnishings, and equipment stores-----	19.5	3.7	9.6	12.1	6.0
5712	Furniture stores -----	15.7	3.7	4.2	6.6	2.7
5713, 4, 9	Home furnishings stores -----	(D)	4.5	3.3	(D)	1.7
572, 3	Household appliance, radio, television, and music stores-----	(D)	3.0	2.1	(D)	1.6
58	Eating and drinking places-----	13.3	1.6	6.2	11.3	8.8
5812	Eating places -----	(D)	(D)	(D)	9.7	7.8
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	1.7	1.0
591	Drug and proprietary stores -----	(D)	(D)	(D)	3.9	3.5
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	10.2	8.9
592	Liquor stores -----	(D)	(D)	(D)	(D)	2.5
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	4.5	3.9
5992	Florists -----	28.6	(D)	(D)	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration—**Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business—**The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas—**The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

## Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

## **General Merchandise Group Stores (SIC Major Group 53)**

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## **Food Stores (SIC Major Group 54)**

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## **Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)**

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## **Apparel and Accessory Stores (SIC Major Group 56)**

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

***Household appliance stores (SIC 572)***—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

***Radio and television stores (SIC 5732)***—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

***Record shops (SIC 5733 pt.)***—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

***Musical instrument stores (SIC 5733 pt.)***—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

**Book stores (SIC 5942)**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

**Stationery stores (SIC 5943)**—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

**Jewelry stores (SIC 5944)**—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

**Hobby, toy, and game shops (SIC 5945)**—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

**Camera and photographic supply stores (SIC 5946)**—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

**Gift, novelty, and souvenir shops (SIC 5947)**—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

**Luggage and leather goods stores (SIC 5948)**—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Sewing, needlework, and piece goods stores (SIC 5949)**—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

## APPENDIX B. General Questions

<b>U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS</b>											
<b>1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)</b>											
<i><b>Important - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS</b></i>											
Please complete this form and RETURN TO			BUREAU OF THE CENSUS 1201 East Tenth Street Jeffersonville, Indiana 47132								
Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.						
<i>Please correct errors in name, address and ZIP code. ENTER street and number if not shown.</i>											
<b>► Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT</b> - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items e through g.											
a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route. <i>Mark (X) for a, b, c, and d if same as mailing label; If different show corrections.</i> Same as mailing label OR ►			e. Type of municipality indicated in 1b 1 <input type="checkbox"/> City      4 <input type="checkbox"/> Borough      7 <input type="checkbox"/> Other - Specify _____ 2 <input type="checkbox"/> Town      5 <input type="checkbox"/> Township Mark (X) one      3 <input type="checkbox"/> Village      6 <input type="checkbox"/> Unincorporated      8 <input type="checkbox"/> Don't know								
b. Name of city, town, village, borough, etc. of physical location Same as mailing label OR ►			f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b? 1 <input type="checkbox"/> Yes      4 <input type="checkbox"/> No <i>NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.</i> 2 <input type="checkbox"/> No      3 <input type="checkbox"/> No legal boundaries 4 <input type="checkbox"/> Don't know								
c. State Same as mailing label OR ►			d. ZIP code Same as mailing label OR ►								
<b>► Item 2 - EMPLOYER IDENTIFICATION NUMBER</b> Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?											
[ ] YES      (9 digits) [ ] NO - Enter current EI number → <span style="border: 1px solid black; padding: 2px;">  -  -  -  -  -  -  -  -  -</span>											
<b>► Item 3 - OPERATIONAL STATUS</b>											
a. Mark (X) the ONE box which best describes this establishment at the end of 1977. 001      1 <input type="checkbox"/> In operation 2 <input type="checkbox"/> Temporarily or seasonally inactive 3 <input type="checkbox"/> Ceased operation - Give date _____ 4 <input type="checkbox"/> Sold or leased to another operator } Give date _____ AND name, etc. Figures only <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse; text-align: center;"> <tr> <td>Month</td> <td>Day</td> <td>Year</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>						Month	Day	Year			
Month	Day	Year									
Name of new owner or operator Number and street City      State      ZIP code											
b. How many months during 1977 did this firm or organization actively operate this establishment?      Number of months 002											
Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:											
EXAMPLE: If figure is \$1,125,628.28 → •PREFERRED method..... Acceptable method ..... Mil.      Thou.      Dol. 1      125      628											
<b>► Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977</b>											
a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected 010											
b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities? 011      1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO											
If "YES," report the amount of such taxes (DO NOT include taxes in 5a above) 012											
c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above) → 013											
<b>► Item 6 - PAYROLL AND EMPLOYMENT</b>											
a. Payroll (1) Total ANNUAL payroll in 1977 before deductions 030											
(2) Payroll for the FIRST QUARTER of 1977 031											
b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees) 032 MAR      033 MAY      034 AUG      035 NOV											

## ► Item 7 - METHOD OF SELLING — Mark (X) the ONE box which best describes this establishment's principal method of selling.

300  
 1  Selling at this establishment      2  Mail order (catalog selling)      3  House-to-house or telephone (direct selling)      4  Operating merchandise vending machines

## ► Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1  YES  
 2  NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment      Kind of business

## ► Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

304

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

1  YES →  
 2  NO — SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES    2 <input type="checkbox"/> NO

## ► Item 15 - OWNERSHIP OR CONTROL — Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company?      1  YES →  
 2  NO

Owning or controlling company

EI No. (9 digits)

      |    —    |    —    |    —    |    —    |    —    |    —    |    —    |    —    |    —

b. Does this company own or control any other company or companies?      1  YES →  
 2  NO

Owned or controlled company

EI No. (9 digits)

      |    —    |    —    |    —    |    —    |    —    |    —    |    —    |    —    |    —

## ► Item 16 - LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1  YES — Answer (b) and (c)

2  NO — Do not complete (b) and (c) below.  
 Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location — including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)	Kind of business of each location Describe (d)	
		Sales and receipts	Mil.	Thou.	Dol.		
080	Name	Sales and receipts	081			084 MAR      085 MAY	088 Census use only
	Number and street of physical location		082			086 AUG      087 NOV	
	City      State      ZIP code	1st quarter payroll	083				

080	Name  Number and street of physical location  City      State      ZIP code	Sales and receipts	081			084 MAR      085 MAY	088 Census use only
		Total annual payroll	082			086 AUG      087 NOV	
		1st quarter payroll	083				
		Sales and receipts				MAR      MAY	
		Total annual payroll				AUG      NOV	
		1st quarter payroll					
	TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)						

## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report-ing form CB-	SIC code	Title	Report-ing form CB-
52	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . . .	56
5641	Children's and infants' wear stores . . . . .		5641	Children's and infants' wear stores . . . . .	56
5651	Family clothing stores . . . . .		5651	Family clothing stores . . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5661 PT.	Men's shoe stores . . . . .	56
5311	Department stores . . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . . .	53A	5661 PT.	Family shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5681	Furriers and fur shops . . . . .	56
5411	Grocery stores . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54			
5423 PT.	Meat markets . . . . .	54	57	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5423 PT.	Fish (seafood) markets . . . . .	54	5712	Furniture stores . . . . .	57A
5431	Fruit stores and vegetable markets . . . . .	54	5713	Floor covering stores . . . . .	57B
5441	Candy, nut, and confectionery stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5722	Household appliance stores . . . . .	57A
5463	Retail bakeries—selling only . . . . .	54	5732	Radio and television stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5733 PT.	Record shops . . . . .	57B
			5733 PT.	Musical instrument stores . . . . .	57B
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		58	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic car franchise only . . . . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5511 PT.	Dealers with imported car franchise only . . . . .	55A	5812 PT.	Social caterers . . . . .	58
5511 PT.	Dealers with domestic, import car franchises . . . . .	55A	5812 PT.	Cafeterias . . . . .	58
5521	Motor vehicle dealers—used cars only. . . . .	55A	5812 PT.	Refreshment places . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Contract feeding . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Drinking places (alcoholic beverages) . . . . .	58
5551	Boat dealers . . . . .	55C			
5561	Recreational and utility trailer dealers . . . . .	55C			
5571	Motorcycle dealers . . . . .	55C			
5599	Automotive dealers, n.e.c. . . . .	55C	5813		

SIC code	Title	Report-ing form CB-	SIC code	Title	Report-ing form CB-
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators .....	58
5912 PT.	Proprietary stores .....	59A		Furniture, home furnishings, equipment—direct selling .....	57A
5921	Liquor stores .....	59G		Mobile food service—direct selling .....	58
5931	Used merchandise stores .....	59G	5963 PT.	Books and stationery—direct selling .....	59B
5941 PT.	General line sporting goods stores .....	59C		Other direct selling .....	59G
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Fuel and ice dealers, n.e.c. ....	59E
5942	Book stores .....	59B		Fuel oil dealers .....	59E
5943	Stationery stores .....	59B		Liquefied petroleum gas (bottled gas) dealers .....	59E
5944	Jewelry stores .....	59D		Florists .....	59F
5945	Hobby, toy, and game shops .....	59B	5982	Cigar stores and stands .....	59G
5946	Camera and photographic supply stores .....	59B	5983	News dealers and newsstands .....	59G
5947	Gift, novelty, and souvenir shops .....	59B	5984	Pet shops .....	59G
5948	Luggage and leather goods stores .....	59B	5992	Typewriter stores .....	59B
5949	Sewing, needlework, and piece goods stores .....	59B	5993	Optical goods stores .....	59G
5961 PT.	Department store merchandise—mail order .....	53A	5994	Other retail stores, n.e.c. ....	59G
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.		
5961 PT.	Other mail-order houses .....	53A	5999 PT.		

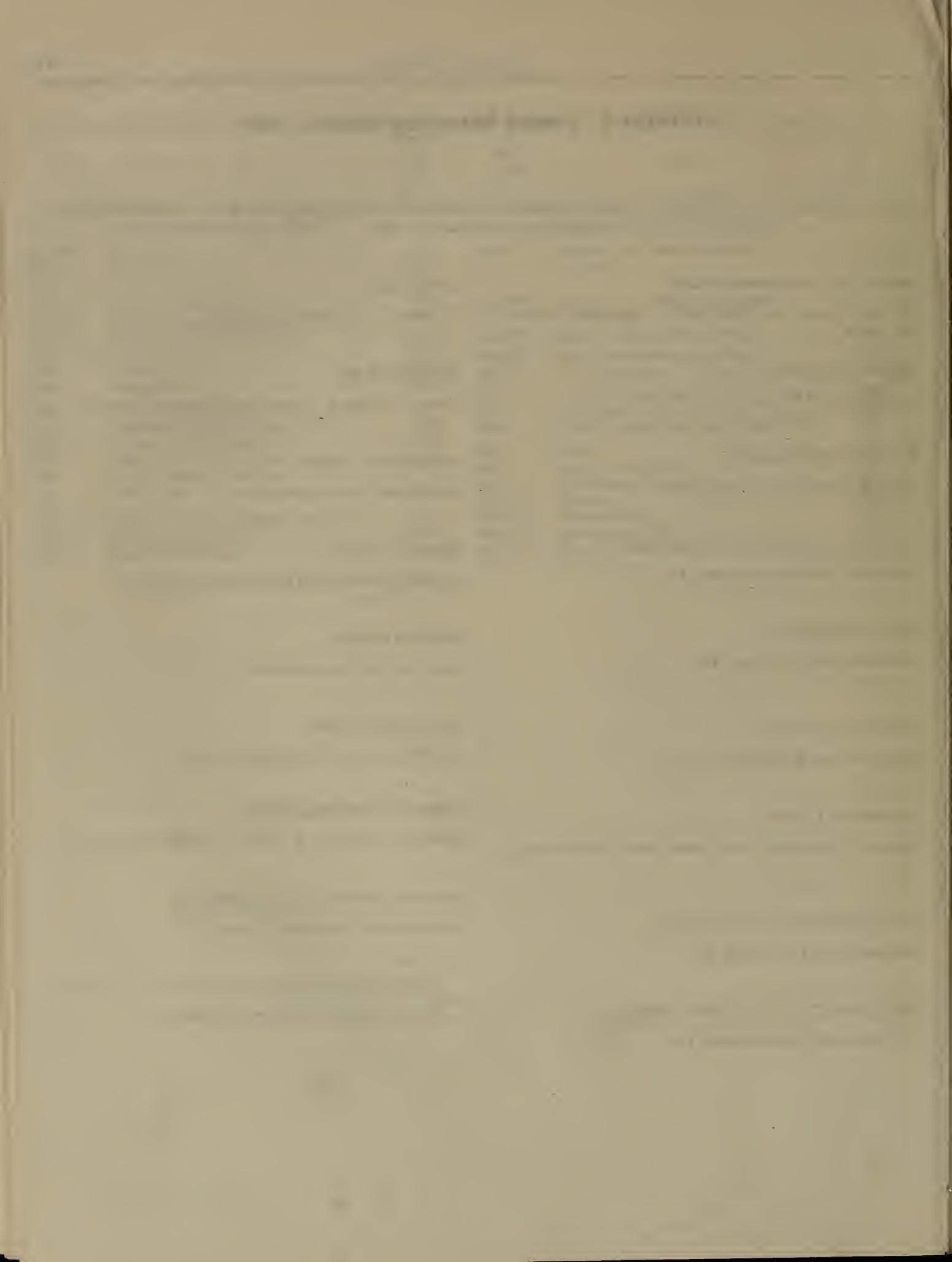
## **APPENDIX D. Standard Metropolitan Statistical Areas**

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

<b>MIAMI-FORT LAUDERDALE SCSA<sup>1</sup></b>	<b>MIAMI SMSA</b>
Consists of Miami, Fla., SMSA, and Fort Lauderdale-Hollywood, Fla., SMSA	Coextensive with Dade County, Fla.
<b>BRADENTON SMSA<sup>2</sup></b>	<b>ORLANDO SMSA</b>
Coextensive with Manatee County, Fla.	Consists of Orange, Osceola, and Seminole Counties, Fla.
<b>DAYTONA BEACH SMSA</b>	<b>PANAMA CITY SMSA<sup>2</sup></b>
Coextensive with Volusia County, Fla.	Coextensive with Bay County, Fla.
<b>FORT LAUDERDALE-HOLLYWOOD SMSA</b>	<b>PENSACOLA SMSA</b>
Coextensive with Broward County, Fla.	Consists of Escambia and Santa Rosa Counties, Fla.
<b>FORT MYERS SMSA</b>	<b>SARASOTA SMSA</b>
Coextensive with Lee County, Fla.	Coextensive with Sarasota County, Fla.
<b>GAINESVILLE SMSA</b>	<b>TALLAHASSEE SMSA</b>
Coextensive with Alachua County, Fla.	Consists of Leon and Wakulla Counties, Fla.
<b>JACKSONVILLE SMSA</b>	<b>TAMPA-ST. PETERSBURG SMSA</b>
Consists of Baker, Clay, Duval, Nassau, and St. Johns Counties, Fla.	Consists of Hillsborough, Pasco, and Pinellas Counties, Fla.
<b>LAKELAND-WINTER HAVEN SMSA</b>	<b>WEST PALM BEACH-BOCA RATON SMSA</b>
Coextensive with Polk County, Fla.	Coextensive with Palm Beach County, Fla.
<b>MELBOURNE-TITUSVILLE-COCOA SMSA</b>	
Coextensive with Brevard County, Fla.	

<sup>1</sup> No MRC data are published for Standard Consolidated Statistical Areas.

<sup>2</sup> Newly designated since 1972 Economic Censuses.



## APPENDIX E. Major Retail Centers

### DAYTONA BEACH, FLA., SMSA

MRC No. 1—Includes the planned center known as "Daytona Mall" and adjacent establishments in the area bounded by Second Ave., Nova Rd., Volusia Ave., and Frederick St. (Daytona Beach) (In tract 818)

MRC No. 2—Includes the planned center known as "Volusia Mall" and adjacent establishments in the area bounded by the north and east boundaries of the mall, Volusia Ave., and Bill France Blvd. (Daytona Beach) (In tract 823.01)

MRC No. 4—Includes the planned center known as "Sunshine Mall" and adjacent establishments in the area bounded by the F.E.C. railroad tracks, Ridge Blvd., Ridgewood Ave., and the western mall boundary. (South Daytona) (In tract 824.01)

### FORT LAUDERDALE-HOLLYWOOD, FLA., SMSA

MRC No. 2—Includes the planned centers known as "Sunrise Shopping Center," "Sunrise Bay Center," and "Sunrise Plaza" and establishments on Sunrise Blvd. from Middle River Dr. to Intercoastal Waterway and on Northeast 26th Ave. between Northwest 9th St. and Sunrise Blvd. (Fort Lauderdale) (In tract 406)

MRC No. 3—Includes the planned centers known as "Coral Ridge Shopping Center" and "Times Square" and establishments on North Federal Hwy. (U.S. Hwy. 1) from Northeast 37th St. to Northeast 30th St. and on Middle River Rd. from Northeast 31st St. to Northeast 30th St. (Fort Lauderdale) (In tracts 404, 406, and 506)

MRC No. 4—Includes the planned center known as "Cypress Plaza" and establishments on Southwest 6th St. from Florida East Coast RR. to South Cypress Rd. and on South Cypress Rd. from Southwest 5th Ct. to Southeast 7th St. (Pompano Beach) (In tract 309)

MRC No. 5—Includes the planned centers known as "Plaza Center" and "Westgate Shopping Center" and establishments in the area bounded by NW. 5th St., State Hwy. 7 (U.S. Hwy. 441), NW. 3rd St., NW. 38th Way, SW. 38th Ave., SW. 2nd Ct., Bryan Blvd., and NW. 42nd Ave. (Plantation and Fort Lauderdale) (In tract 608)

MRC No. 6—Includes the planned center known as "Lauderhill Mall" and establishments on the west side of Northwest 40th Ave. (State Hwy. 7) from Northwest 12th St. to Northwest 16th St., and on Northwest 12th St. from Northwest 40th Ave. to Northwest 41st Ter. (Lauderhill) (In tract 604)

### FORT LAUDERDALE-HOLLYWOOD, FLA., SMSA—Con.

MRC No. 7—Includes the planned center known as "Searstown" and establishments on NE. 6th Ave. between Sunrise Blvd. and NE. 6th St. and on E. Sunrise Blvd. from Flagler Dr. to NE. 8th Ave. (Fort Lauderdale) (In tract 418)

MRC No. 8—Includes the planned center known as "Taft Hollywood Shopping Center" and establishments on Taft St. (NW. 17th St.) between N. 66th Ave. and N. 70th Ave., on N. 66th Ave. from NW. 19th St. to NW. 16th St., and on N. 68th Ave. from NW. 19th St. to NW. 16th St. (Hollywood) (In tracts 907 and 912)

MRC No. 9—Includes the planned center known as "Hollywood Mall" at the intersection of Hollywood Blvd. and N. Park Rd. (Hollywood) (In tract 910)

MRC No. 10—Includes the planned center known as "Shopper's Haven" and establishments on Federal Highway (U.S. Hwy. 1) from NE. 33rd St. to NE. 39th St., and on Sample Rd. from NE. 17th Ave. to U.S. Hwy. 1. (Lighthouse Point, Broward County) (In tracts 108, 109, 301, and 302)

MRC No. 12—Includes the planned center known as "Hollywood Fashion Center," bounded by Hollywood Blvd., SW. 58th Ave., Madison St., and SW. 60th Ave. (Hollywood) (In tract 917)

MRC No. 13—Includes the planned center known as "Pompano Fashion Square," bounded by Copans Rd., U.S. Hwy. 1 (North Federal Hwy.), NE. 18th St., and NE. 12th Ter. (Pompano Beach) (In tract 302)

MRC No. 20—Includes the planned center known as "Diplomat Mall," bounded by the Diplomat Golf Course, E. Diplomat Pkwy., Hallandale Beach Blvd., and NE. 14th Ave. (Hallandale) (In tract 1001)

### FT. MYERS, FLA., SMSA

MRC No. 2—Includes the planned centers known as "K-Mart Discount Center," "Edison Mall Shopping Center," and "Solomon Shopping Plaza," and establishments on the east side of Cleveland Ave. (U.S. Hwy. 41) from Jefferson Ave. to Colonial Blvd. (Ft. Myers) (Not tracted)

### GAINESVILLE, FLA., SMSA

MRC No. 1—Includes the planned centers known as "Gainesville Mall" and "Fields Plaza" bounded by Northwest 29th Rd., Northwest 13th St., (U.S. Hwy. 441) Northwest 21st Ave., Northwest 16th Terr., and Hogtown Creek. (Gainesville) (In tracts 11 and 12)

**JACKSONVILLE, FLA., SMSA**

MRC No. 1—Includes the planned centers known as "Gateway Shopping Center" and "Norwood Plaza" and establishments on Norwood Ave. from Escambia St. to 44th St. (Jacksonville) (In tract 14)

MRC No. 2—Includes the planned center known as "Phillips Mall" and establishments on Emerson St. from Interstate Highway 95 to Phillips Hwy., and on Phillips Hwy. from Belair Rd. to Emerson St. (Jacksonville) (In tracts 6 and 162)

MRC No. 3—Includes the planned center known as "Normandy Mall" and establishments on Normandy Blvd. from Cassat Ave. to Ellis Rd. (Jacksonville) (In tracts 121 and 122)

MRC No. 4—Includes the planned center known as "Orange Park Mall," at the intersection of Wells Rd. and Blanding Blvd. (Orange Park, Clay County) (In tract 303)

MRC No. 5—Includes the planned centers known as "Regency Square Shopping Center," "Regency Plaza Shopping Center," and "J.M. Fields Plaza" and establishments on Monument Rd. from Regency Square Blvd. to Atlantic Blvd. and on Atlantic Blvd. from Arlington Exwy. to Cortez Rd. (Jacksonville) (In tracts 143.01, 145 and 146)

**LAKELAND—WINTER HAVEN, FLA., SMSA**

MRC No. 1—Includes the planned centers known as "Lakeland Mall" and "Sears Town Shopping Center" and establishments in the area bounded by the shoreline of Lake Parker, the north property line of Lake Parker Mall, North Lake Parker Ave., East Memorial Blvd., North Ingraham Ave., East Parker St., and Lake Shore Dr. (Lakeland) (In tract 103)

MRC No. 2—Includes the planned center known as "Winter Haven Mall," bounded by Avenue "G" SW., First St. South, Avenue "K" SE., and 3rd St. SW. (Winter Haven) (In tract 139)

**MELBOURNE-TITUSVILLE-COCOA, FLA., SMSA**

MRC No. 1—Includes the planned center known as "Miracle City Mall," bounded by Jackson St., S. Washington Ave., Harrison St., and Hopkins Ave. (Titusville) (In tract 609)

MRC No. 6—Includes the planned center known as "Merritt Square Shopping Mall," bounded by Merritt Island Causeway, Sykes Creek Blvd., Fortenberry Dr., and Plumosa Dr. (Merritt Island) (In tract 696)

MRC No. 10—Includes the planned center known as "Melbourne Shopping Center," bounded by Sheridan Rd., Maple St. extended, Hibiscus Blvd., and the east side of South Babcock St. (Melbourne) (In tract 647)

**MIAMI, FLA., SMSA**

MRC No. 1—Includes the planned center known as "Biscayne Shopping Plaza," bounded by Northeast 82nd St., Biscayne Blvd., Northeast 79th St., and Little River Canal. (Miami) (In tract 13)

MRC No. 4—Includes the planned center known as "Miracle Mile Shopping Center" and establishments in the area bounded by Giralda Ave., Southwest 21st St., Southwest 32nd Ave., Southwest 22nd Ter.—Andalusia Ave., and LeJeune Rd. (Coral Gables and Miami) (In tracts 62, 63.02, and 70.01)

MRC No. 5—Includes the planned center known as "163rd St. Shopping Center" and establishments on Northeast 163rd St. from Northeast 12th Ave. to Northeast 17th Ave., and on Northeast 15th Ave. from Northeast 162nd St. to Northeast 167th St. (Dade County) (In tracts 2.02, 2.03, and 2.06)

MRC No. 11—Includes the planned center known as "Dadeland Mall" and establishments on Southwest 88th St. (North Kendall Dr.) between Southwest 72nd Ave. and Palmetto Rd. (Southwest 77th Ave.). (Dade County) (In tract 78.03)

MRC No. 12—Includes the planned center known as "Cutler Ridge Shopping Center" and establishments at the intersection of South Dixie Hwy. and Caribbean Blvd., extending along the 2000 to 21200 blocks of South Dixie Hwy. and the 10800 block of Caribbean Blvd. (Dade County) (In tract 106.03)

MRC No. 13—Includes the planned center known as "Westchester Plaza" and establishments on Coral Way (Southwest 24th St.) from Southwest 84th Ave. to Southwest 89th Ave., and on Southwest 87th Ave. from Southwest 23rd St. to Southwest 26th St. (Dade County) (In tracts 77.01, 88.01, and 89.02)

MRC No. 14—Includes the planned center known as "Palm Springs Mile" and establishments on W. 49th St. from W. 4th Ave. to W. 8th Ave. (Hialeah) (In tract 7.01)

MRC No. 15—Includes the planned center known as "Northside Shopping Center" and establishments along Northwest 27th Ave. from Northwest 79th St. to Northwest 85th St. (Dade County) (In tracts 9.02 and 10.03)

MRC No. 16—Includes the planned center known as "Lincoln Road Mall" and establishments on Lincoln Rd. from Alton Rd. to Collins Ave. and on Meridian Ave. from Lincoln Rd. to 17th St. (Miami Beach) (In tract 42)

MRC No. 17—Includes the planned center known as "Coral City Shopping Center" at the intersection of Northwest 183rd St. and Northwest 27th Ave., extending on Northwest 183rd St. from Northwest 27th Ave. to Northwest 29th Ct., and on Northwest 27th Ave. from Northwest 179th St. to Northwest 183rd St. (Dade County) (In tracts 94 and 100.02)

## MIAMI, FLA., SMSA—Con.

MRC No. 18—Includes establishments on Hialeah Dr. from Okeechobee Rd. to E. 2nd Ave. and on E. 1st Ave. and Lindsey Ct. from Hialeah Dr. to Okeechobee Rd. (Hialeah) (In tracts 16.01 and 16.02)

MRC No. 19—Includes establishments on Northwest 2nd Ave. (U.S. Hwy. 441) between Northwest 200th St. and Northwest 197th St. (Dade County) (In tracts 96 and 99.02)

MRC No. 20—Includes the planned center known as "Homestead Plaza" at the intersection of Alternate U.S. Hwy. 1 and Northeast 8th St. (Homestead) (In tract 111)

MRC No. 21—Includes the planned center known as "Midway Mall," bounded by Northwest 7th St., Palmetto Exwy., W. Flagler St., and Northwest 79th Ave. (Dade County) (In tract 90)

MRC No. 22—Includes the planned center known as "Westland Mall" and establishments in the area bounded by W. 18th Ave., W. 51st St., W. 16th Ave., and W. 49th St. (Northwest 103rd St.). (Hialeah) (In tract 7.01)

MRC No. 25—Includes the planned center known as "Skylake Mall" and establishments in the area bounded by Northeast Miami Gardens Dr., Northeast 18th Ave., Northeast 183rd St., and Northeast 15th Ave. (North Miami Beach) (In tracts 2.02 and 97)

MRC No. 28—Includes the planned center known as "Suniland Shopping Center" and establishments in the area bounded by Southwest 112th St., Southwest 81st Rd., Southwest 122nd St., and South Dixie Hwy. (U.S. Hwy. 1). (Kendall) (In tract 81)

## ORLANDO, FLA., SMSA

MRC No. 1—Includes the planned centers known as "Butler Plaza" and "Market Square" and establishments on North Semoran Blvd. (Casselberry and Winter Park) from Lake Howell Lane to Winter Woods Blvd. (Casselberry, Seminole County) (In tracts 222.01 and 222.02)

MRC No. 2—Includes the planned centers known as "Orlando Fashion Square," "Herndon Plaza," and "Value Village Shopping Center" and establishments in the area bounded by McCollough Blvd., Elwell Ave., East Colonial Dr. (State Hwy. 50), Kenney Ave., the south property line of Herndon Plaza, Fairgreen St., Primrose Ave., Marks St., Woodcock Rd., and Maguire Rd. (Orlando, Orange County) (In tracts 129 and 131)

MRC No. 3—Includes the planned centers known as "Parkwood Plaza," "Western Way Shopping Center," "Montgomery Ward Shopping Center," and "K-Mart Shopping Center" and establishments on West Colonial Dr. from Ferguson Dr. to Tampa Ave. (Orlando) (In tracts 107.01, 118, 119.01 and 119.02)

## ORLANDO, FLA., SMSA—Con.

MRC No. 4—Includes the planned centers known as "Winter Park Mall" and "Fields Plaza" and establishments in the area bounded by Lee Rd., Webster Ave., Denning Dr., Canton Ave., North Orlando Ave., and Gay Rd., and establishments on North Orlando Ave. from Canton Ave. to Morse Blvd. (Winter Park, Orange County) (In tracts 159.01 and 159.02)

MRC No. 5—Includes the planned centers known as "Colonial Plaza Shopping Center" and "Coytown Center" bounded by Rosedale St., Primrose Ave., Livingston St., and Bumby Ave., and establishments on East Colonial Dr. (State Hwy. 50) from Bumby Ave. to Hyer Ave. and on Mills Ave. from Marks St. to Concord St. (Orlando) (In tracts 102, 108.01, 108.02, 109, and 129)

MRC No. 6—Includes the planned centers known as "Seminole Plaza," "Zayre Plaza," and "K-Mart Plaza" and establishments on U.S. Highway 17-92 and South Dixie Hwy. from Normandy Rd. to South St., on East Semoran Blvd. and Altamonte Dr. from Lake Howell Dr. to Oxford Rd., on Oxford Rd. from Fernwood Blvd. to East Semoran Blvd., on Fernwood Blvd. from U.S. Hwy. 17-92 to Oxford Rd., and on Prairie Lake Dr. (Casselberry and Seminole County) (In tracts 218.02, 220.01, 220.02 and 220.03)

MRC No. 7—Includes the planned center known as "Woolco Center" and establishments on Lee Rd. from Adanson Ave. to Goddard Ave. (Orange County) (In tracts 152.03 and 153)

MRC No. 8—Includes the planned centers known as "Fairway Plaza," "Pinecrest Shopping Center," "Sanford Plaza," and "Zayre Plaza" and establishments on Orlando Dr. from Airport Blvd. to Hiawatha Ave., on Desoto Dr. and Florida Ave. from the east property line of Fairway Plaza to Orlando Dr., on State St. from the east property line of Sanford Plaza to Orlando Dr., and on Airport Blvd. from the north property line of Zayre Plaza to Orlando Dr. (Sanford) (In tracts 209.01 and 209.02)

MRC No. 9—Includes the planned centers known as "Altamonte Mall" and "Publix-Eckerd Shopping Center" and establishments on E. Altamonte Dr. from Essex Ave. to Boston Ave. (Altamonte Springs) (In tracts 218.01, 219.01 and 219.02)

MRC No. 10—Includes the planned center known as "Interstate Mall" and establishments on East Altamonte Dr. from Interstate 4 to Essex Ave. (Altamonte Springs, Seminole County) (In tracts 218.01 and 219.01)

## PENSACOLA, FLA., SMSA

MRC No. 1—Includes the planned center known as "University Mall," bounded by Interstate 10, Hwy. 291 (Davis Ave.), Schubert Dr., and Hwy. 110, and establishments on Davis Ave. from 6620-7181. (Escambia County) (In tract 12)

MRC No. 2—Includes the planned center known as "Westwood Mall" and establishments in the area bounded by W. Fairfield Dr., E. Fairfield Dr. cutoff, and Mobile Hwy. (U.S. 90). (Escambia County) (In tract 20)

**PENSACOLA, FLA., SMSA—Con.**

MRC No. 3—Includes the planned centers known as "Cordova Mall" and "Fields Plaza," bounded by College Blvd. extended, N. 12th Ave., Bayou Blvd., the Pensacola city limits, and establishments on N. 9th Ave. from College Blvd. south extended to Bayou Blvd. on all four corners. (Pensacola, Escambia County) (In tract 12)

**SARASOTA, FLA., SMSA**

MRC No. 1—Includes the planned center known as "Gulf Gate Mall," bounded by Stickney Point Rd., Gateway Ave., Gulf Gate Dr., and S. Tamiami Trail (U.S. Hwy. 41). (Sarasota County) (In tract 20)

MRC No. 2—Includes the planned center known as "Sarasota Square Mall" in the area bounded by the north, east, and south mall boundaries, and by S. Tamiami Trail (U.S. Hwy. 41) and Beneva Rd. (Sarasota County) (In tract 20)

MRC No. 3—Includes the planned centers known as "Southgate Shopping Plaza" and "Crossroads Shopping Center" and establishments on S. Tamiami Trail (U.S. Hwy. 41) from Siesta Dr. to Bee Ridge Rd. and the north side of Bay Rd., on School Ave. from Siesta Dr. to Bee Ridge Rd., and on Osprey Ave. from Versailles St. to Bay Rd. (Sarasota) (In tracts 6 and 18)

**TALLAHASSEE, FLA., SMSA**

MRC No. 1—Includes the planned center known as "Northwood Mall" bounded by Bradford Rd., a mall access road, Tharpe St., and the rear property line of the mall. (Tallahassee, Leon County) (In tract 15)

MRC No. 2—Includes the planned center known as "Tallahassee Mall" bounded by a mall access road, John Knox Dr., North Monroe St., and Allen Rd. (Tallahassee, Leon County) (In tract 16)

**TAMPA-ST. PETERSBURG, FLA., SMSA**

MRC No. 1—Includes the planned centers known as "Britton Plaza" and "Twin Bay-Woolco Shopping Center" and adjacent establishments in the area bounded by Euclid Ave., S. Himes Ave., SCL RR., a mall access road and S. Dale Mabry Hwy. (Tampa) (In tract 67)

MRC No. 2—Includes the planned center known as "Pinellas Square Mall" and adjacent establishments in the area bounded by Park Blvd., U.S. Hwy. 19, 70th Ave. North, 41st St., 72d Ave. North, and 43d St. (Pinellas Park) (In tract 249.02)

MRC No. 3—Includes the planned centers known as "Northgate Shopping Center," "Floriland Mall," "Cooks Shopping Center," and "K Mart Shopping Center" and establishments on Florida Ave. from Linebaugh Ave. to E. Bird St. (Tampa) (In tracts 4, 6, and 13)

**TAMPA-ST. PETERSBURG, FLA., SMSA—Con.**

MRC No. 4—Includes the planned center known as "Central Plaza" and establishments in the area bounded by 3d Ave. North, 31st St., 1st Ave. South, 30th St. South, 3d Ave. South, 31st St., 3d Ave. South, and 34th St. (St. Petersburg) (In tract 219.95)

MRC No. 5—Includes the planned center known as "Country-side Mall," bounded by State Road 580, Florida Power right-of-way, Countryside Blvd., and U.S. Hwy. 19 North. (Pinellas County) (In tract 268.06)

MRC No. 6—Includes the planned center known as "Tampa Bay Center," bounded by W. Buffalo Ave., N. Mac Dill Ave., Ohio Ave. extended, and N. Himes Ave. (Tampa) (In tract 27)

MRC No. 7—Includes the planned center known as "Clearwater Mall" in the area bounded by Gulf-to-Bay Blvd. (State Rt. 60), Sky Harbor Dr., Seville Blvd., and U.S. Hwy. 19 South. (Clearwater) (In tract 245.05)

MRC No. 8—Includes the planned center known as "Sunshine Mall," bounded by Druid Rd., Missouri Ave., Lakeview Ave., and Greenwood Ave. (Clearwater) (In tract 259.02)

MRC No. 9—Includes the planned center known as "Searstown Shopping Center," bounded by Jeffords St., Lincoln Ave., Lakeview Rd., and Missouri Ave. (Clearwater) (In tract 264)

MRC No. 10—Includes the planned centers known as "Midway Shopping Center" and "Missouri Mart" and establishments on N. Missouri Ave. from Jasper Ave. to Commerce Dr. North, and on Jasper Ave. between Regina Dr. West and Missouri Ave. (Largo) (In tracts 255.04 and 256.02)

MRC No. 11—Includes the planned center known as "West Shore Plaza," bounded by Interstate 275, a parking access road, Gray St., N. West Shore Blvd., Occident St. W. Kennedy Blvd., and Memorial Hwy. (Tampa) (In tract 47)

MRC No. 12—Includes the planned center known as "University Square Mall," bounded by the access roads of the center and Fowler Ave. (Hillsborough County) (In tract 108.01)

MRC No. 13—Includes the planned center known as "Eastlake Square Mall," bounded by E. Hillsborough Ave., Harney Rd., and 56th St. (Hillsborough County) (In tract 120.01)

MRC No. 15—Includes the planned centers known as "Town and Country Plaza" and "Westgate Shopping Center" and establishments in the 7500-7700 blocks of W. Hillsborough Ave. (Hillsborough County) (In tracts 116.04 and 117.02)

MRC No. 18—Includes the planned centers known as "Terrace Plaza" and "Temple Terrace Shopping Center" and establishments on N. 56th St. from the northern access road of Temple Terrace Shopping Center to Chicago Ave. (Temple Terrace) (In tracts 106 and 107)

**TAMPA-ST. PETERSBURG, FLA., SMSA—Con.**

MRC No. 19—Includes the planned centers known as "Brandon Center," "Clayton Plaza," and "Brandon Mall" and establishments on both sides of Brandon Blvd. between Parsons Ave. and the western access road of Brandon Mall. (Hillsborough County) (In tracts 123.01, 133.01, and 133.02)

MRC No. 25—Includes the planned centers known as "Tyrone Square Mall" and "Crosswinds" and establishments in the area bounded by Tyrone Blvd., 66th St. North, 15th Ave. extended, 67th St., 17th Ave., 68th St., 22d Ave. North, and the railroad right-of-way. (St. Petersburg) (In tracts 225.01 and 225.02)

MRC No. 26—Includes the planned center known as "Gateway Mall," bounded by 83d Ave., the eastern access road of the center, 78th Ave., and 9th St. North. (St. Petersburg) (In tract 244.05)

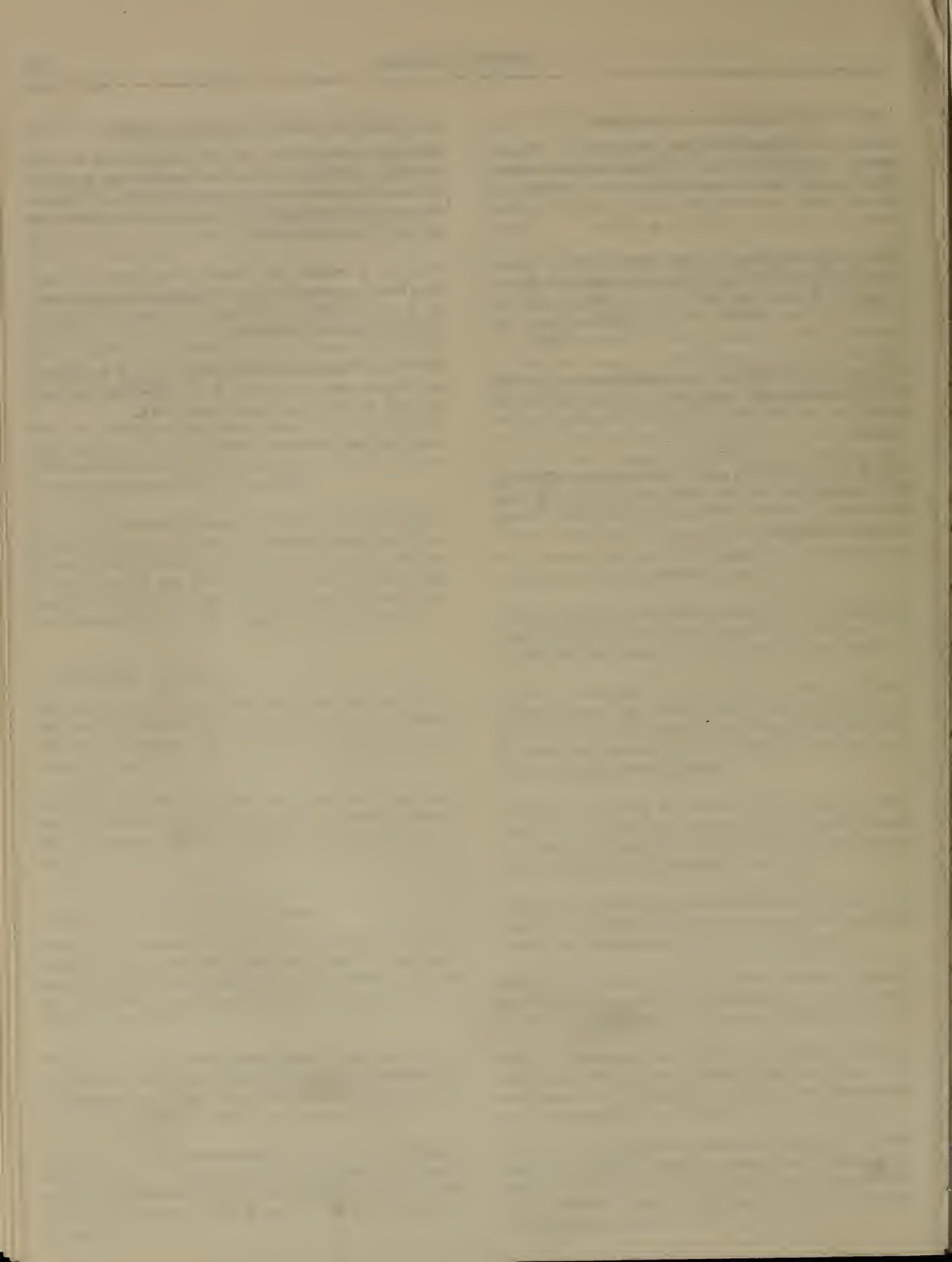
MRC No. 27—Includes the planned center known as "Seminole Mall," bounded by 80th Ave. North, an unnamed access road, Johnson Blvd., 74th Ave. North, and 113th St. North. (Pinellas County) (In tract 251.11)

**WEST PALM BEACH-BOCA RATON, FLA., SMSA**

MRC No. 1—Includes the planned centers known as "Twin City Mall" and "Northlake Plaza" and establishments in the area bounded by Northlake Blvd., North Federal Hwy., Palmetto Rd. extended, and Crescent Dr. extended. (North Palm Beach and Lake Park) (In tract 11.01)

MRC No. 2—Includes the planned center known as "Palm Coast Plaza" and establishments in the area bounded by Summa St., South Dixie Hwy., Palm Beach Canal, and F.E.C. Railway. (West Palm Beach) (In tract 36)

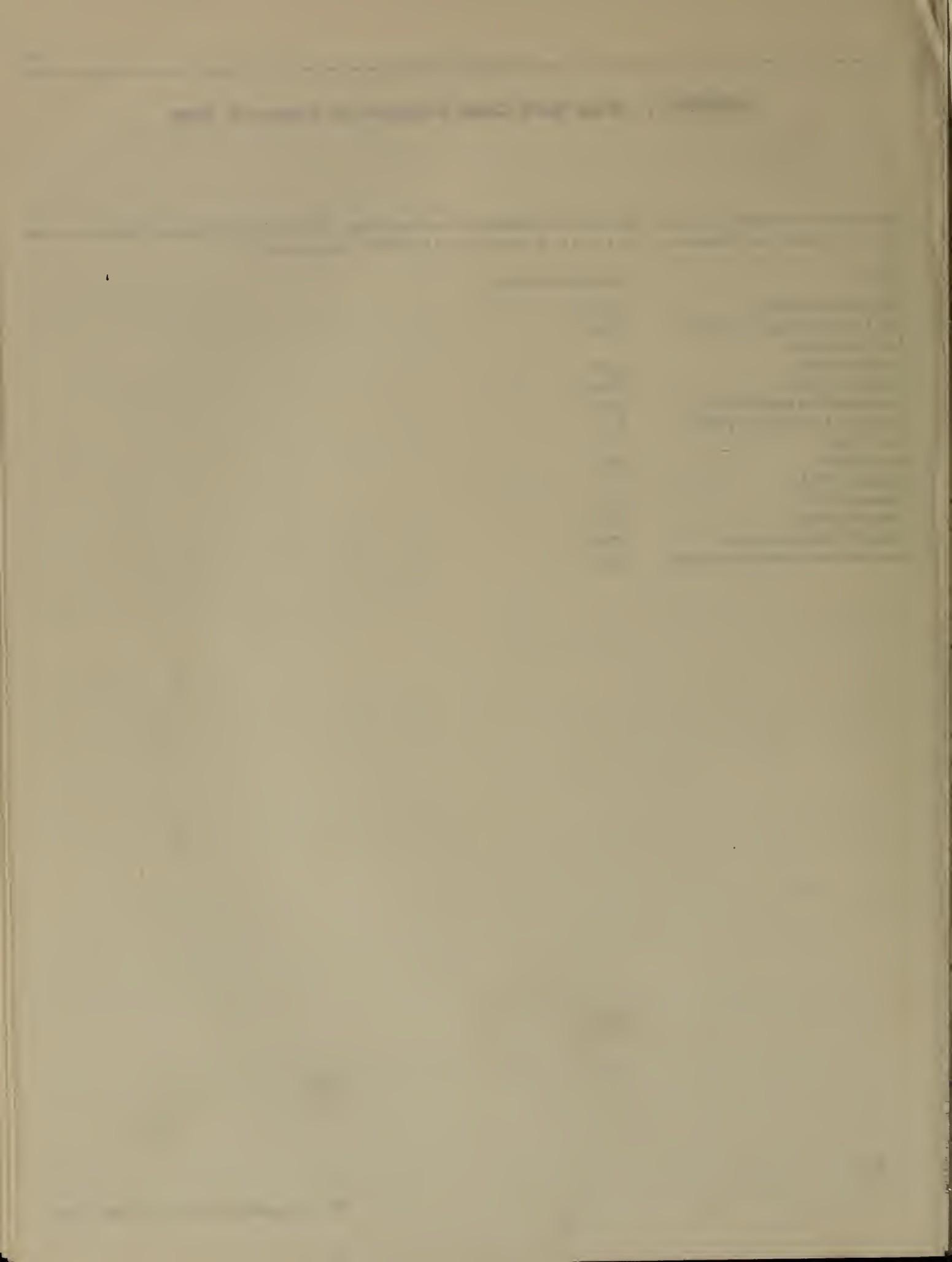
MRC No. 3—Includes the planned center known as "Palm Beach Mall" at the intersection of Palm Beach Lakes Blvd. and Interstate Hwy. 95. (West Palm Beach) (In tract 18.02)



## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Daytona Beach SMSA	CSAC
Fort Lauderdale-Hollywood SMSA	CSAC
Fort Myers SMSA	F
Gainesville SMSA	CSAC
Jacksonville SMSA	CSAC
Lakeland-Winter Haven SMSA	CSAC
Melbourne-Titusville-Cocoa SMSA	F
Miami SMSA	F
Orlando SMSA	CSAC
Pensacola SMSA	F
Sarasota SMSA	F
Tallahassee SMSA	CSAC
Tampa-St. Petersburg SMSA	CSAC
West Palm Beach-Boca Raton SMSA	CSAC



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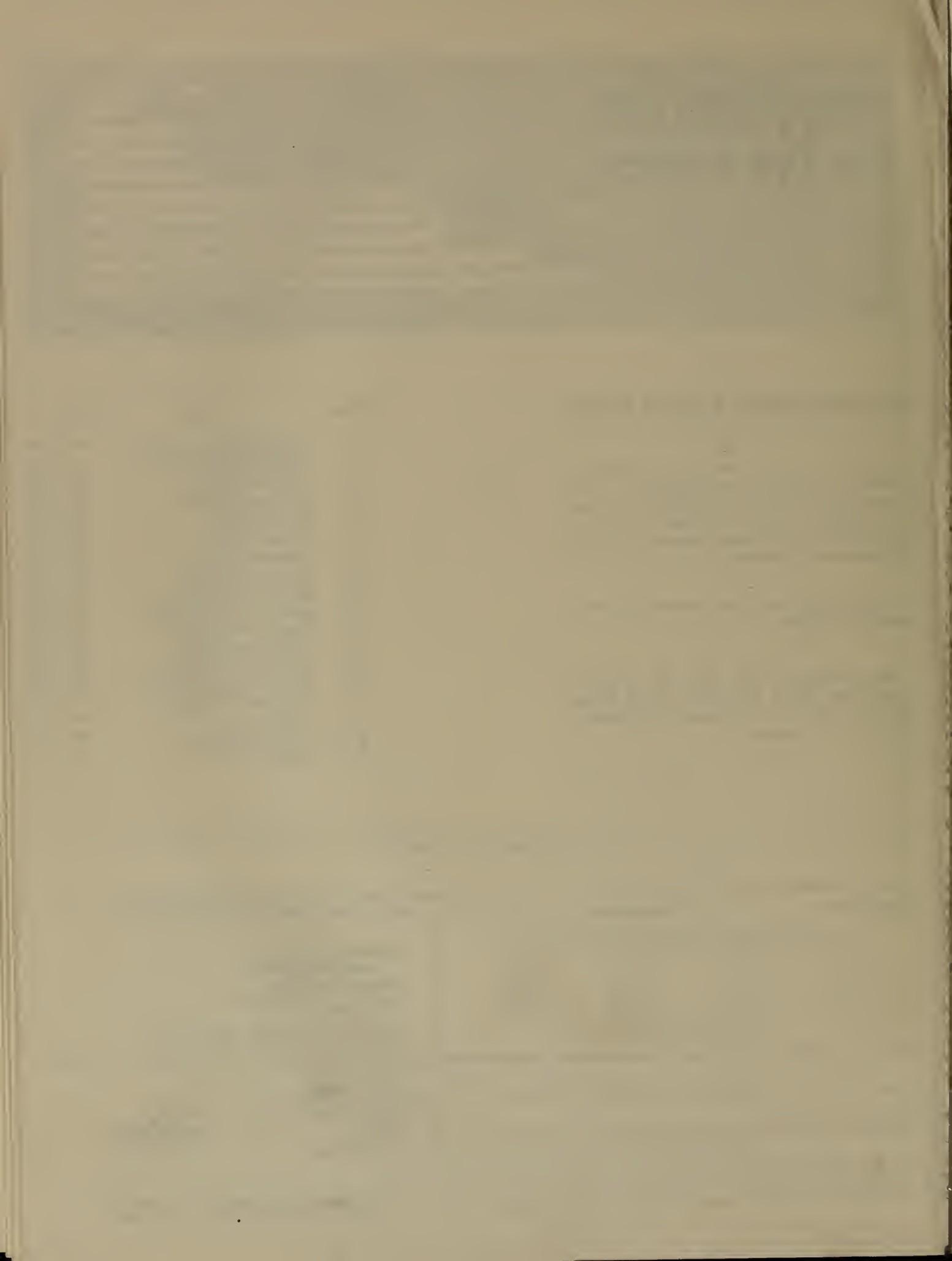
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19	Enterprise Statistics	Dec. 1973
20	Energy and Conservation Statistics	Jan. 1980

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## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

#### Final Reports

##### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

##### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

##### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

#### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

#### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

#### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

#### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

### OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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